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furniture forum

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Summer 1958

SPECIAL FEATURES

Publisher's Notes

NOFA Philadelphia Convention

U. S. Industry and Crafts exhibition in Paris,

Editor-Publisher
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Edgar Bartolucci

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SUMMER 1958
Contents of **vol. 9, no. 2**

furniture forum

reference of contemporary design

Section 1—FURNITURE

Dunbar Furniture Corp., of Indiana 21
Ficks Reed Co. 22
Hugh Acton 23
Office Suites, Inc. 24
Mills—Denmark 25-27
Erwin—Lambeth, Inc. 28
Edgewood Furniture Co., Inc. 29
Altamira 30
Arch Gordon Company, Inc. 31
Dux, Incorporated 32-33
Foster McDavid, Inc. 34-35
Frederik Lunning, Inc. 36-37
George Tanier, Inc. 38-39
Seabon Scandinavian Imports 40

Section 2—LIGHTING

Lightolier, Inc. 5
Habitat, Inc. 6-7
Frederik Lunning, Inc. 8-9
Altamira 10

Section 3—FABRICS — WALLPAPERS — WALL TREATMENTS

Far Eastern Fabrics, Inc. 5
Greeff Fabrics, Inc. 6

Section 4—ACCESSORIES

Harris G. Strong 5
Scand Oil 6

Note: FURNITURE FORUM is so designed that the 4-issues of each year may be bound into one cover, thereby providing a permanent, accumulative source-reference volume. Since the 4-issues of each year constitute a VOLUME, subscriptions are only sold by the year to include the 4-issues.

furniture forum

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publisher's notes

We are pleased to present in this issue the award winners, two model offices and two outstanding exhibitors at the NOFA (National Office Furniture Association) Conference recently held in Philadelphia. This was an outstanding exhibition, larger than last year, and from all indications due to continue a normal healthy growth. There were a number of new important exhibitors who presented their designs for the first time. All in all, it was a very creditable exhibition, and its future development appears to be a very progressive one.

Under the capable directorship of Edgar Kauffman, Jr., an exhibition of U. S. Industry and Crafts entitled, "CRAFTSMANSHIP IN A CHANGING WORLD" was presented at the Musee d'Art Moderne de la Ville de Paris.

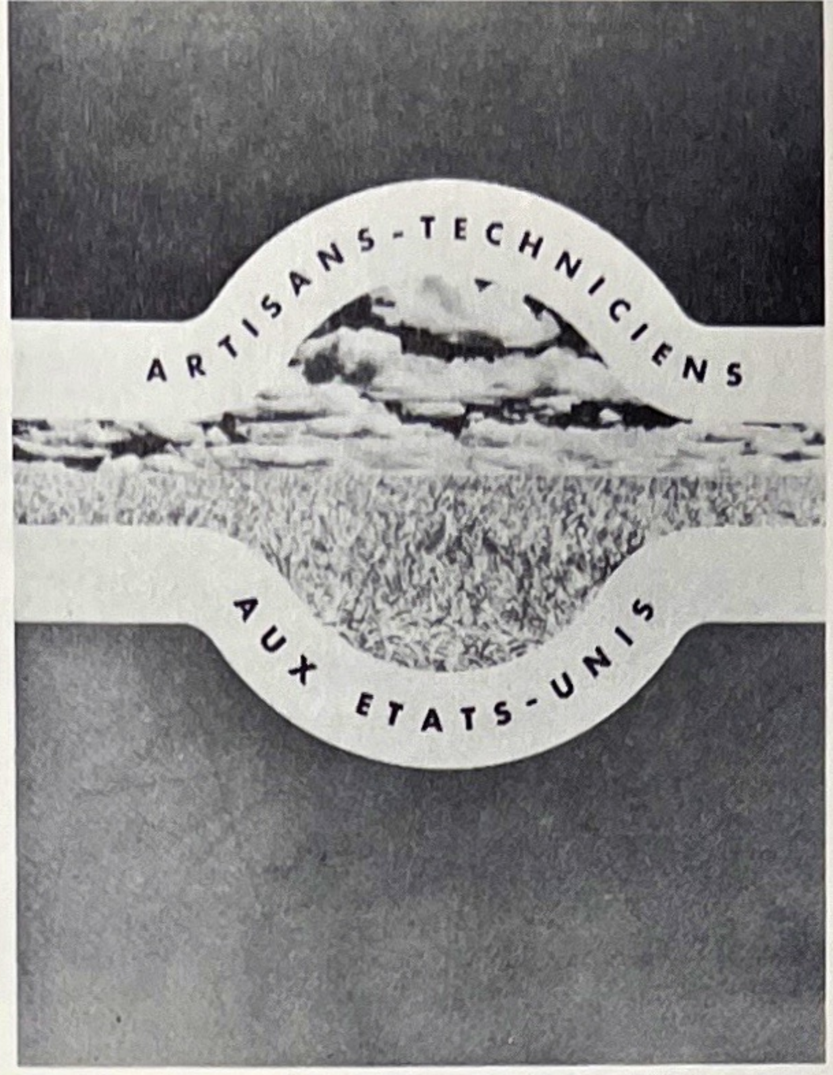
Paul Mayen, well-known to our readers as the designer for Habitat, Inc. was the architect of the exhibition. Mr. Mayen has made possible some interesting photographs of the exhibition in general and some of the exhibits of well-known American designers. The photographic story is presented in this issue.

As we are about to go to press, the American Institute of Decorators will hold its 27th Annual Conference in historical Boston, May 18-22. One of the features of the conference will be the Design Competition Awards. FURNITURE FORUM will report the award winners in the next issue. Also on the program is an important topic: "Interior Design and Decoration—Professional Responsibility". This is indeed an important subject to our profession, and the high-lights of this discussion will be reported in an early issue.

As we approach the Summer Market, your editor cannot help but speculate as to the possible attendance and the general trend of sales activity from the manufacturers' point of view. While there have been no definite indications that the business slump or recession is over, there have been some heartening indications that conditions will improve during the last half, and particularly the last quarter of this year. The passing by the Senate and the House of the Housing Bill is a healthy sign, and it is to be hoped that building loans and mortgage money will loosen up appreciably. If the home, the apartment house, the hotel, the institutional building and the office building are not built, the need for interior furnishings has not been created, it is just that simple. The average $15,000 home, within the first 5 years, absorbs an average of $5,000 worth of interior furnishings. This includes furniture, floor coverings, fabrics, refrigerators, stoves and all general appliances. It has been stated that approximately 308 industries are involved in the building of a home. So, if the home is not built, the selling-market is affected in a very broad manner. This country NEEDS a consistent, steady building program. Unfortunately, there are many, many shortcomings in supplying the national requirement.

Phillip L. Pritchard
Editor-Publisher

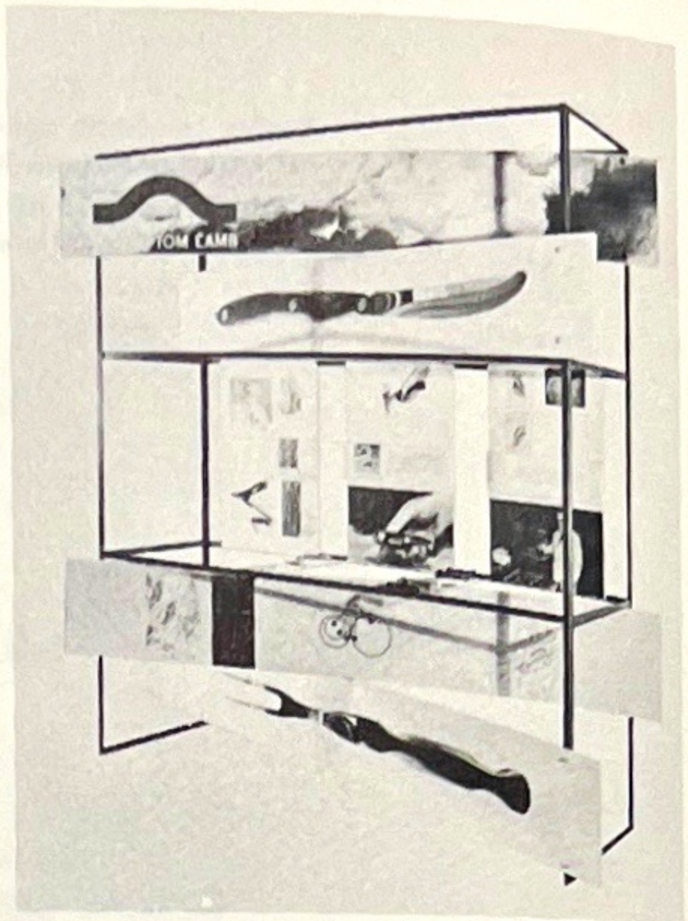
Poster for Paris opening of "Craftsmanship in a Changing World" exhibit designed by Paul Mayen for United States Information Agency.



Industrial designer, Paul Mayen cnanged his boyhood ambition from bullfighter to artist when the Mayen family moved from Spain to New York. From high school, he went to Cooper Union and for the next few years he was a student by night and a tri-lingual translator by day. Coming out of war service, ex-Capitan Mayen, returned to Columbia, worked as Art Director at ad agencies, designed catalogs, exhibits and packaging for top firms in the architectural and building fields. Returning to Cooper Union as a member of the Faculty, he served there five years, then joined Parsons Institute where he taught his own course on structure and design.

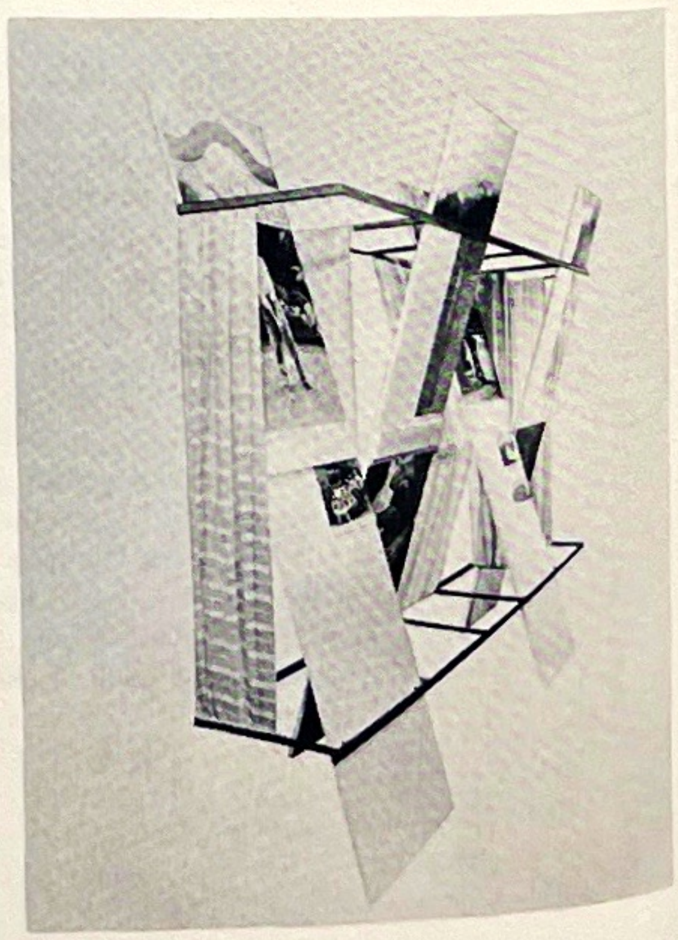
In 1957, he started work on some of the liturgical objects and equipment in the famous Eero Saarinen moated chapel at M.I.T. Commissioned to design an exhibit, directed by Edgar Kaufman Jr., "Craftsman in a Changing World", sponsored by the U.S. Information Agency, Mr. Mayen created displays to present fourteen case histories of American designers and their work. This exhibition is now travelling through Europe after its formal opening in Paris. Currently Mr. Mayen is now designing lighting for Habitat, Inc., redesigning packaging for recording equipment and is directing the art work for the AGFS camera ad campaign.

The names of Eames, Nakashima, Natzler, Mahsoud and Sitterle are well known and respected by contemporary-minded Americans and it was most fitting that their craftsmanship be shown to the European audiences.



"Craftsmanship in a Changing World" aims to give Europeans an intimate view of American designers, their aspirations and achievements. Also, to point-up the close relationship of industrial designers and industry working together to give Americans a better way of life.

Actual products are shown in the displays, but the major portion of material consists of photographs by George Barrows, which by unusual cropping, blow-ups and novel justaposition, dramatized the exhibits.



An executive office designed by Everett Brown, A.I.D., for Jens Risom Design Inc. won the George W. Wray Award at the NOFA Convention in Philadelphia for the best exhibition booth. The award was made by the OFFUREPS, (Office Furniture Manufacturers' Representatives in the New York area). The setting was divided into a conference and work area by four walnut cabinets and white beaded curtains. The walnut single pedestal desk in the work area had a white Formica top. The executive swivel chair was upholstered in flame leather. The conference area featured a walnut table with revolving top. The right wall was panelled in cross sections of architectural bamboo in a honeycomb design.

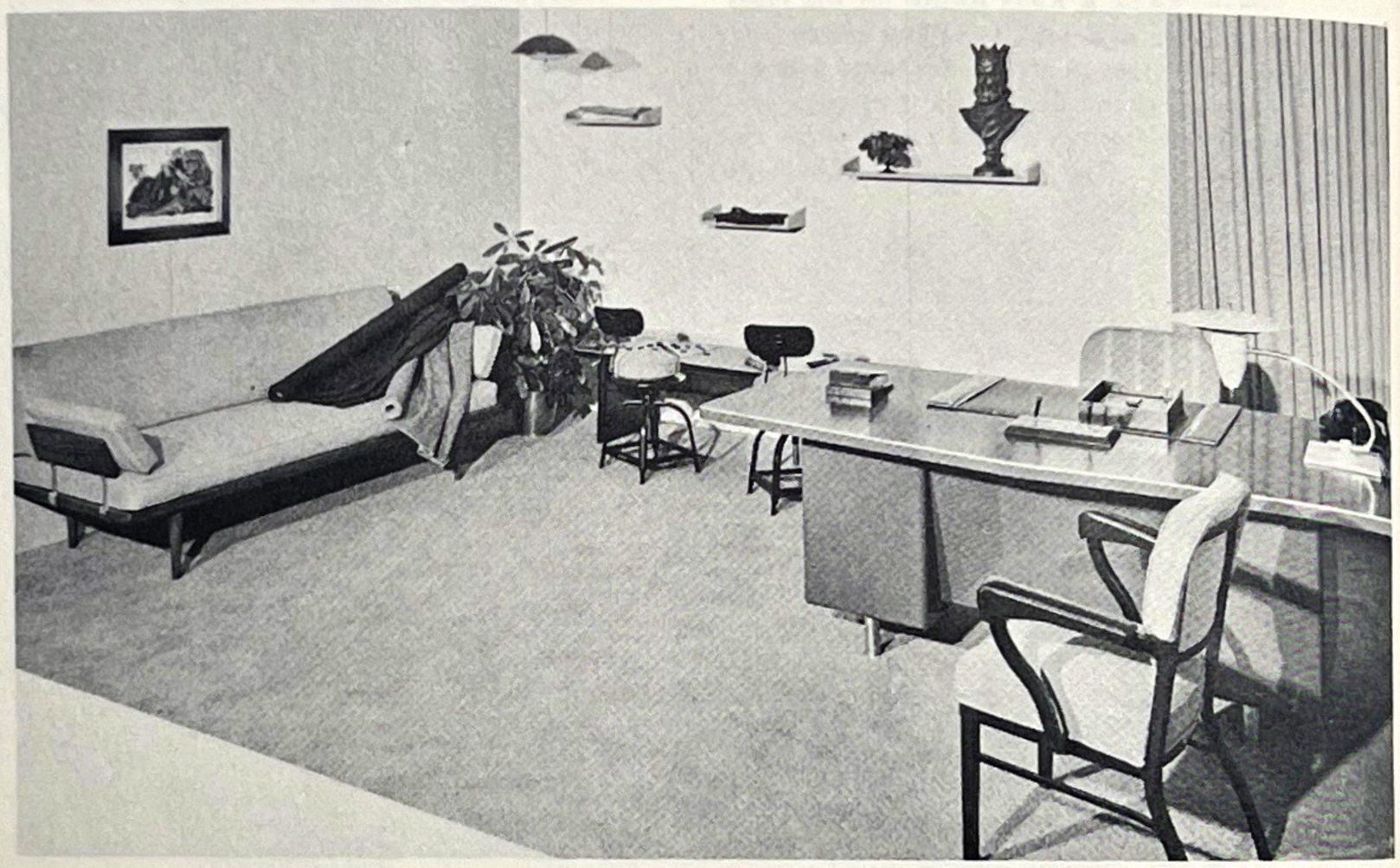
The Mueller Metals exhibit designed by Ralph Logan, won the Arndt, Preston, Chapin, Lamb & Keen Award for the most progressive approach to selling office furniture through style. Featured was a solid walnut executive desk with back panel and drawers trimmed with strips of magnesium. The base of the desk was also of magnesium.

William P. Reed, Publicity Director, Arndt, Preston, Chapin, Lamb & Keen is shown presenting the Award trophy to Fritz Mueller Jr., President of Mueller Metals, Grand Rapids. Looking on is Ralph Logan, Mueller Metal's designer, who also designed the exhibition booth.

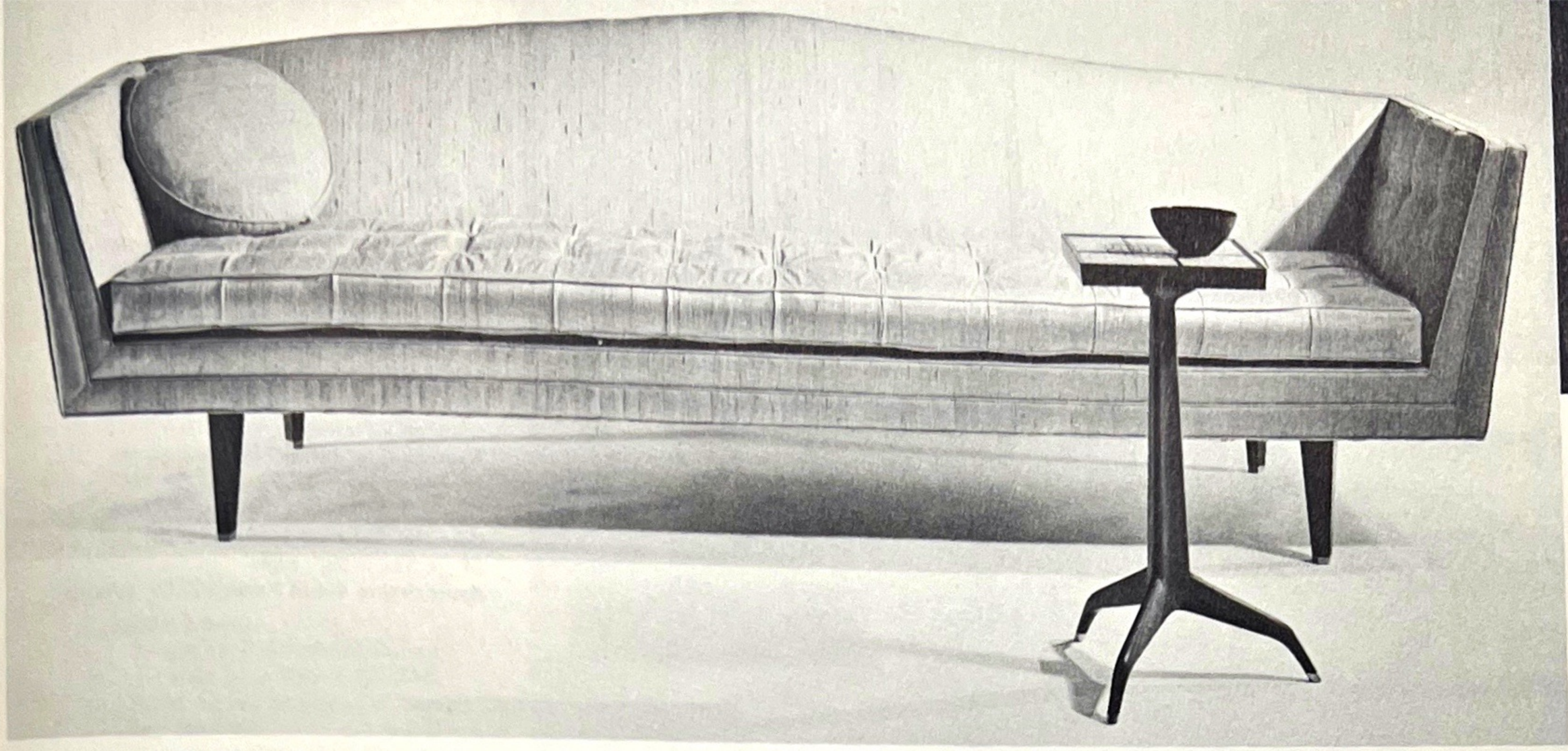
Harvey Probber exhibited his new executive, "Inner Office Collection". Featured is the 100" desk top which is mahogany parquet with flared edge, and tapered and faceted panel base. A new, low height, 25" above the floor, was used to create an atmosphere of informality. The mahogany was finished in "Spaniel". The executive swivel chair is covered with a plastic fabric which was also used on the walls.

This model office, designed by d'Argout-Ferguson, Inc., especially for the National Office Furniture Association (NOFA) Convention, was designed for Gladys Freeman, Decoration Editor of TOWN & COUNTRY magazine. Natural flank leather, white leather draperies and mandarin red wool suede felt cover the walls. The woven ceiling is of wool suede felt and the floor is Renaissance white vinyl with gold stripping. The furniture is mandarin red & white, finished in Spruance special-formula new clear lacquer. Chairs are upholstered in white leather.

Virginia Cummings, Spruance's Color Consultant, designed this model office for Oscar Schoeffler, Fashion Director of ESQUIRE magazine, which was exhibited at the NOFA Convention. Of special interest is the black topped desk with base finished in strong bright green, a new custom color by Spruance, creators of "Wood Finish Originals".

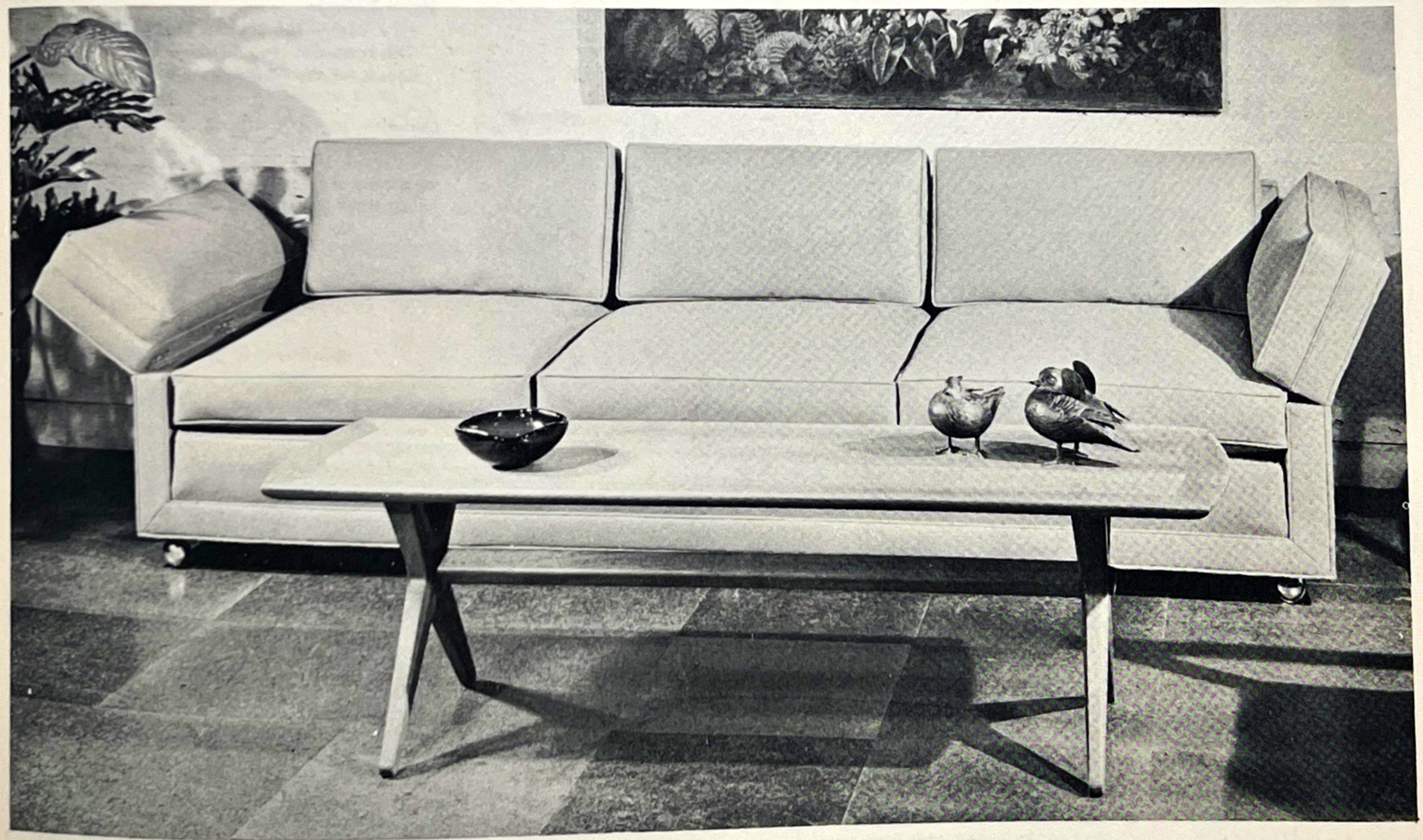


ARCHITECTIVE FURNITURE, designed by Von Der Lancken & Lunquist for JOHN STUART, made its first public appearance at the NOFA Convention. This photo shows a small portion of the new line which is now in production and being presented to the contract and office furniture field.



Item No. 5803 **Sofa**
96" x 32" x 30", high
Pleated cover on foam-rubber,
loose seat cushion
Mahogany legs with brass shoes
Yardage required, 12, fabric
162 Sq. ft. leather
Approximate Retail Price: 820.00, **muslin**

Item No. 5633 **Table**
10¼" x 10¼" x 23", high
Wood: walnut; inlaid top
Approximate Retail Price: 209.00



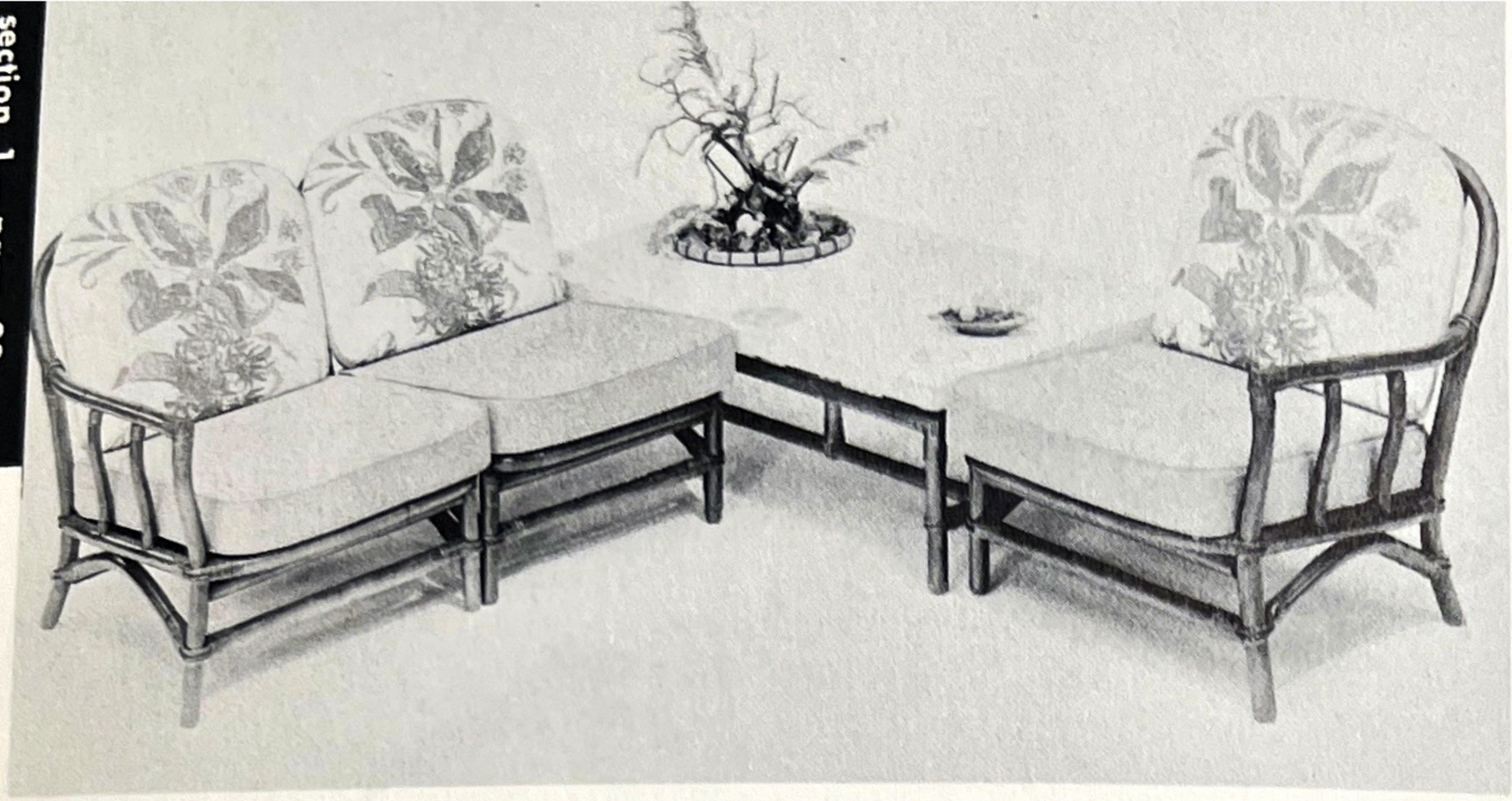
Item No. 5802 **Sofa**
96" x 34" x 27", high
Down-filled arms & loose cushions
Arms are adjustable; brass ball casters
Yardage required, 21½, fabric
314 sq. ft. leather
Approximate Retail Price: 1,156.00, **muslin**

Item No. 5804 **Coffee Table**
10¼" x 10¼" x 23", high
Sap streak walnut top; walnut frame
Approximate Retail Price: 289.00

Showrooms:
New York 21—305 East 63 Street
Chicago 10—635 Merchandise Mart
Boston 16—92 Newbury Street
Kansas City 8—202 Merchandise Mart
Los Angeles 48—8743 West 3 Street
San Francisco 11—Jackson Square
Seattle—1501 Olive Way

All DUNBAR furniture is designed by EDWARD WORMLEY

DUNBAR FURNITURE CORPORATION of INDIANA
Berne, Indiana



Item No. 7011-CU **Sectional Unit**
27" x 32" x 32", high
Approximate Retail Price: 132.00, **covered**
Item No. 7012-CU **(Center Unit)**
24" x 32" x 32", high
Approximate Retail Price: 124.50, **covered**

Item No. 7311-P **Table**
50" x 30" x 15", high
Decorated Parkwood plastic top
Approximate Retail Prices:
#P-10—119.50; **#P-20**—139.50

Item No. 7013-CU **Sectional Unit**
24" x 32" x 32", high
Approximate Retail Price: 132.00, **covered**

SHOWROOMS:
New York—305 East 63 Street
Chicago—631 Merchandise Mart
Grand Rapids—Exhibitors Bldg.

Designer: JOHN B. WISNER, A.I.D.

Available for residential or contract installation

Item No. 7310-P **Table**
24" x 24" x 20", high
Parkwood plastic top
Approximate Retail Price: 65.00

Item No. 7010-SU **Sofa**
76" x 32" x 32", high
Approximate Retail Price: 385.00, **covered**

Item No. 7210-U **Ottoman**
24" x 21" x 16", high
Approximate Retail Price: 75.00, **covered**

Item No. 7310-P **Table**
24" x 24" x 20", high
Parkwood Plastic top
Approximate Retail Price: 65.00

Item No. 7010-CU **Arm Chair**
29" x 32" x 32", high
Approximate Retail Price: 147.00, **covered**

FICKS REED COMPANY
Charlemar Drive
Cincinnati 27, Ohio

Item No. 3442 Cabinet
68" x 16" x 46", high
4-drawers; 2-sliding doors;
1-drop-front, Formica backed.
Variable adaptions for cabinet
interior: HiFi speaker; glass or
china case; compartmented record-
shelf & changer space; bar or buffet
service area, Formica surface.
Compartmented drawers for desk adaption.
Approximate Retail Price: 585.00, **(as shown)**

Specifications:
Silicon oil wax finished walnut.
All sides of units are finished.
Hand-rubbed anodized aluminum
leg columns.
Doors & drawers have fiber-bearing tracks.
Adjustable ball joint foot glides.
Units shipped **KD.**

Item No. 31631 Telephone Desk
68" x 16" x 72", high
Small cabinet has adaptations
for bar, vanity, secretary or
record cabinet
Approximate Retail Price: 395.00, **(as shown)**

Philip Foskett—photo

Item No. 212 Drawer-Table
45" x 16" x 13", high
2-drawers
Approximate Retail Price: 134.00

SHOWROOMS:
Chicago—325 North Wells
Dallas—Decorative Center
Los Angeles—533 So. Los Angeles St.
San Francisco—432 Jackson Square

Complete catalog available

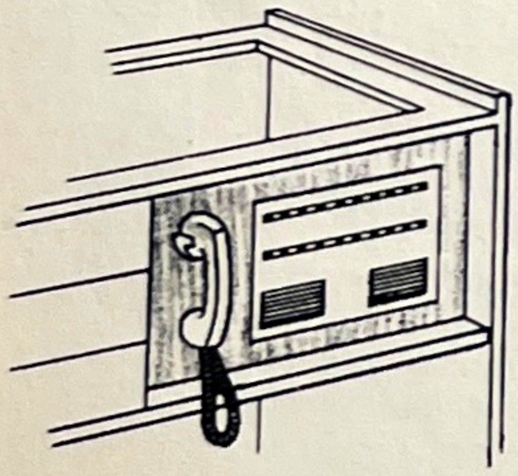
Available for residential or contract installation

furniture forum

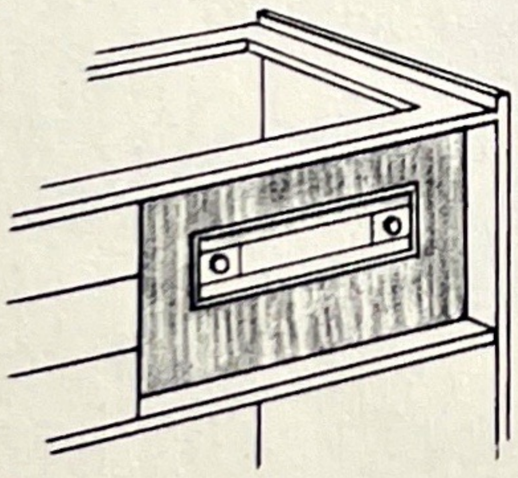
HUGH ACTON—Designer-Manufacturer
588 Brookside
Birmingham, Michigan

"OFF THE DESK" Conference Telephone Cabinet
Item No. 4515-WO
Approximate List Price: 198.00

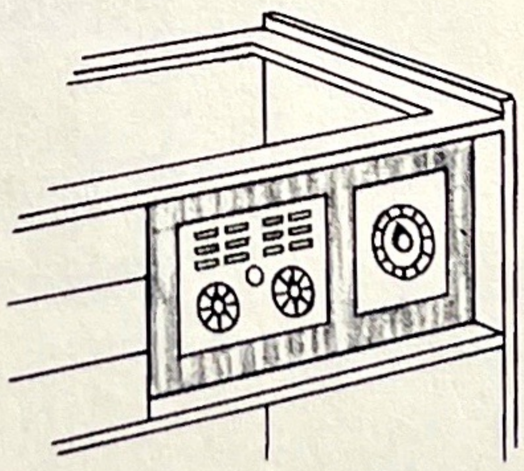
Designer: ROL JOHNSON



Dictographs



AM-FM TUNER



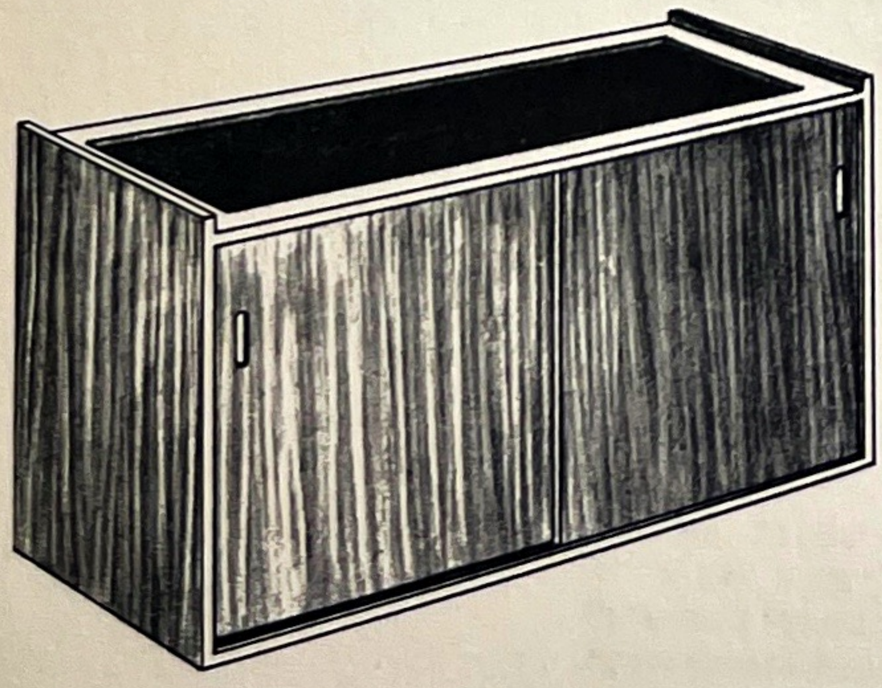
MASTER SWITCH and RHEOSTAT

Working in conjunction with engineers of the Illinois Bell Telephone Company, OSI designed the above #4515-WO together w the #4515-B & #4515-S illustrated, as an addition to our OSI stock components.

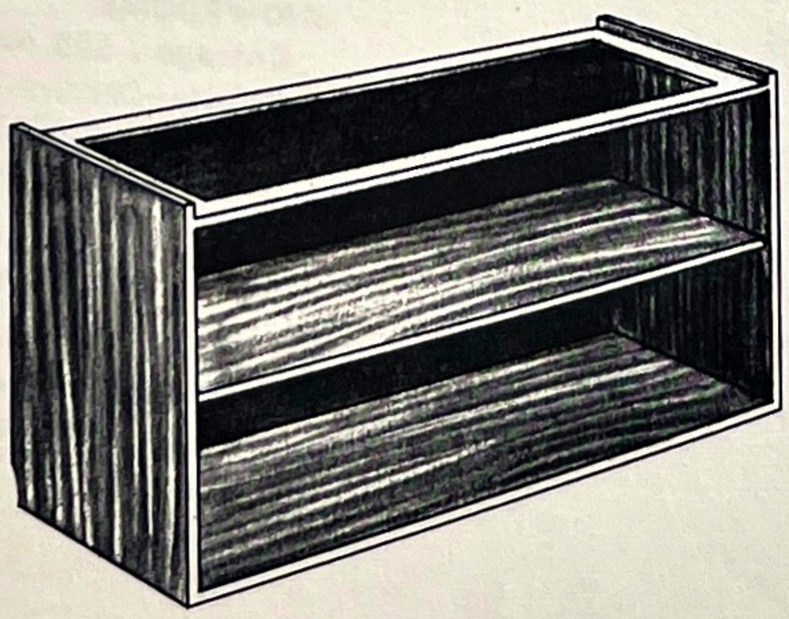
The removable panel readily accommodate a custom installation of a telephone, amplifier, low voltage switch panel, Dictograph, rheostat, Dictaphone, or any similar unit.

The three drawers house open telephone-books or six letter trays for easy access.

OSI—as suppliers of custom offices from stock components, now offers fifteen cabin in five stock sizes. Write for descriptive literature.



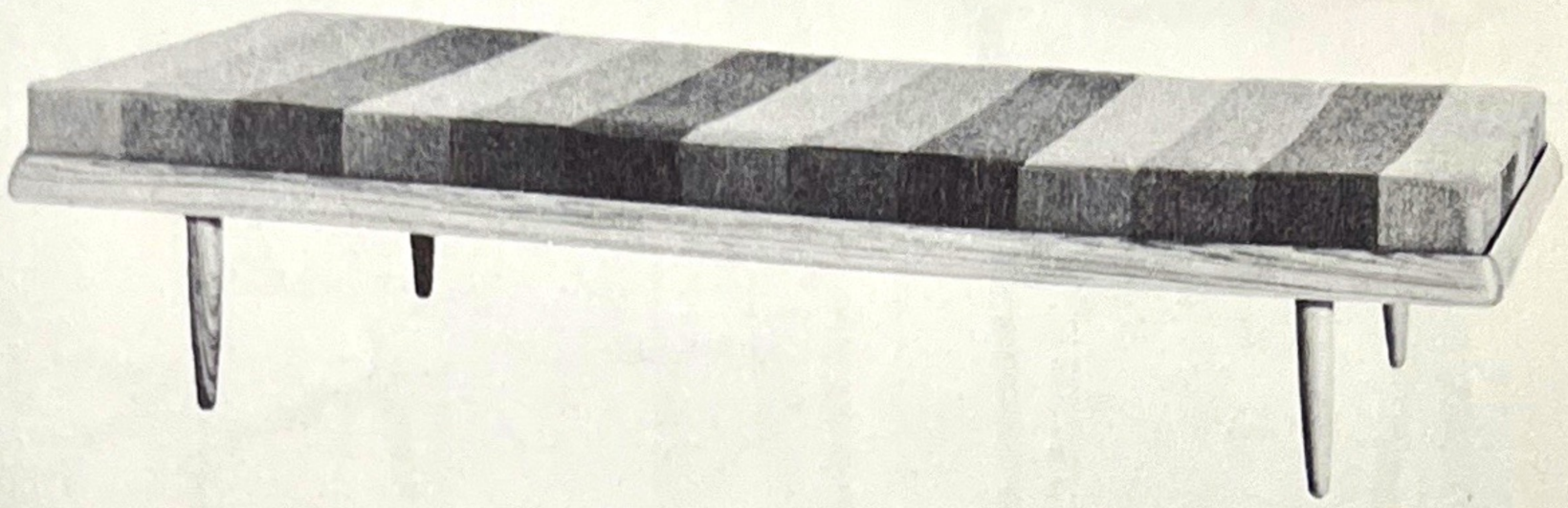
Item No. 4515-S
Sliding door unit
List Price: 185.00



Item No. 4515-B
Adjustable shelf
List Price: 140.00

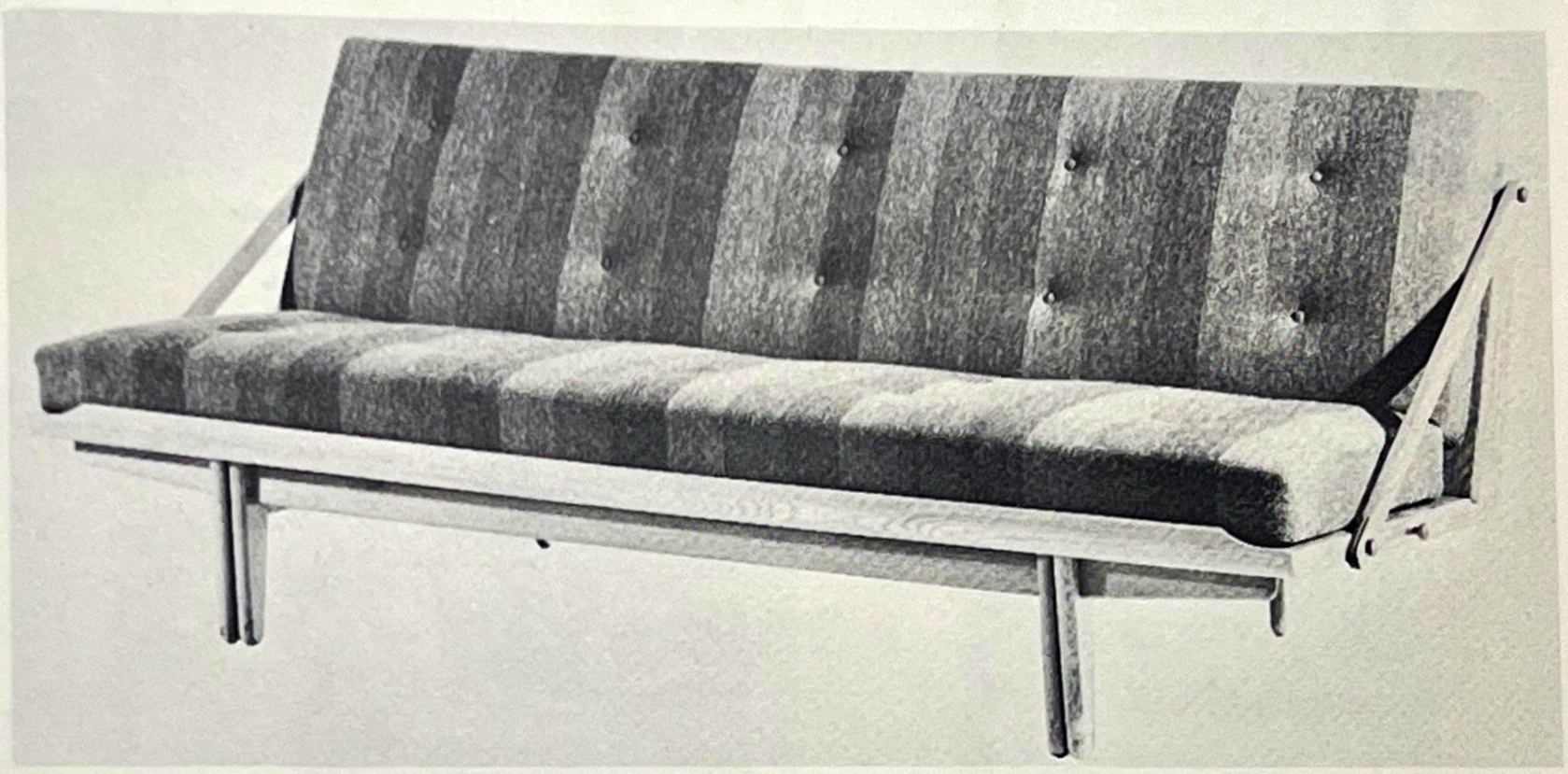
OFFICE SUITES, INC.
21 West Illinois Street
Chicago 10, Illinois

furniture foru



Designer: ERIK BUCK
Item No. 13216 **Sofa/Bench**
75" x 34" x 15½", high
Loose foam rubber cushion

SHOWROOMS:
New York—227 East 56 Street
Chicago—325 North Wells Street
Milwaukee—410 North Milwaukee



Designer: PAUL M. VOLTHER
Item No. 13215 **Sofa/Bed**
79½" x 32/42" x 30/16", high
Tight upholstered seat & back

Designer: KAI KRISTIANSEN
Item No. 13210 — OCC **Sofa**
67" x 31" x 29", high
Curved sculptured wood arms
Loose seat & back cushions

Item No. 12210 — OCC **Low Lounge Chair**
25" x 31" x 29", high
Curved sculptured wood arms
Loose seat & back cushions

REGULAR LINE or CUSTOM LINE
for: HOME — OFFICE or CONTRACT

PROFESSIONAL CATALOGUE—1.00

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MILLS—DENMARK
227 East 56 Street
New York 22, New York

Designer: ERIK KIRKEGAARD
Item No. 12115 **Chair**
23½" x 20" x 29", high
1-piece sculptured arm & back
upholstered seat

Item No. 12219 — OCC **Chair**
21½" x 21½" x 29½", high
1-piece sloping arms & back
Round vertical slats on back
upholstered seat

Designer: IB HYLANDER
Item No. 12225—OCC **Chair**
23" x 20" x 28", high
Round 1-piece floating arms
& back. Upholstered seat

Designer: JACOB JENSEN
Item No. 12160 **Stacking Chair**
24" x 21" x 33", high; wood arms;
upholstered seat & back panel

Designer: ERIK WORTS
Item No. 12155 **Stacking Chair**
O/A 20" x 30", high; 17½" seat
7½" bentwood back & finished
wood seat

SHOWROOMS:
New York— 227 East 56 Street
Chicago—325 North Wells Street
Milwaukee—410 North Milwaukee

REGULAR LINE or CUSTOM LINE
for: HOME — OFFICE or CONTRACT

PROFESSIONAL CATALOGUE — 1.00

MILLS—DENMARK
227 East 56 Street
New York 22, New York

furniture for

Designer: K. BUCH
Item No. 11384 Mobile Serving Table
34½" x 19" x 24" , high
Removable serving tray-shelf

Designer: KARL LINDEGAARD
Item No. 12110 Dining Chair
Width, 19½"; O/A height, 29½"
Cane seat & back

Designer: ILLUM WIKKELSO
Item No. 11390 Mobile Sewing Table
28" x 15½" x 24", high
Lift-open top; removable fitted interior; cane basket-drawer & slat shelf. Wheels

Item No. 11391 Mobile Sewing Table
23½" x 15" x 23", high
Slide-open top; sliding fitted-tray cane basket-drawer. Wheels

Designer: SIGURD HANSEN
Item No. 11104 Dining Table
35½" x 29/97"; 2-14½" removable drop-leaves & 2-19½" extension leaves.

Item No. 12109 Dining Chair
Overall height, 32"
3-curved slats on back

SHOWROOMS:
New York—227 East 56 Street
Chicago—325 North Wells Street
Milwaukee—410 North Milwaukee

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for: HOME — OFFICE or CONTRACT

PROFESSIONAL CATALOGUE — 1.00

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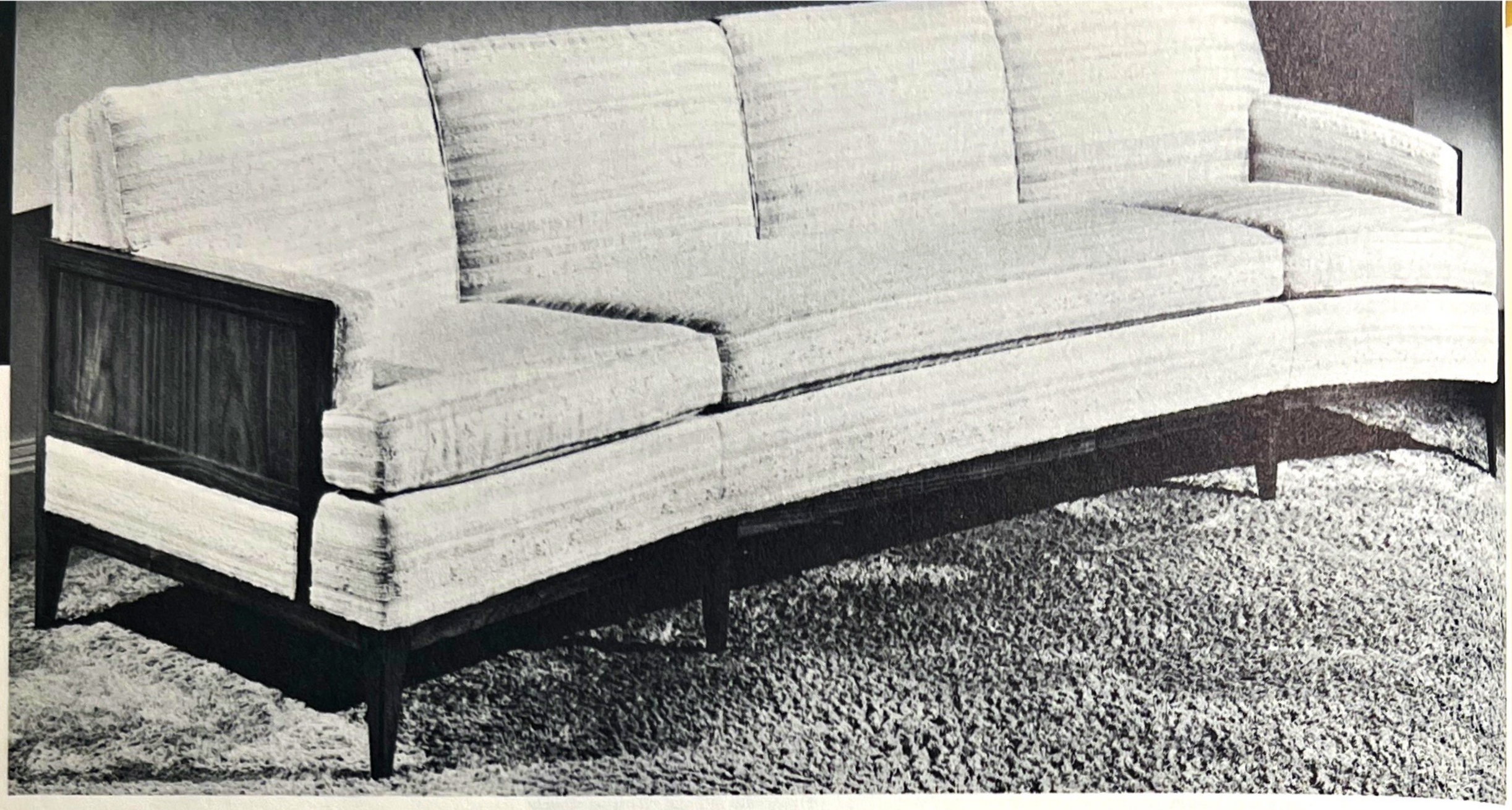
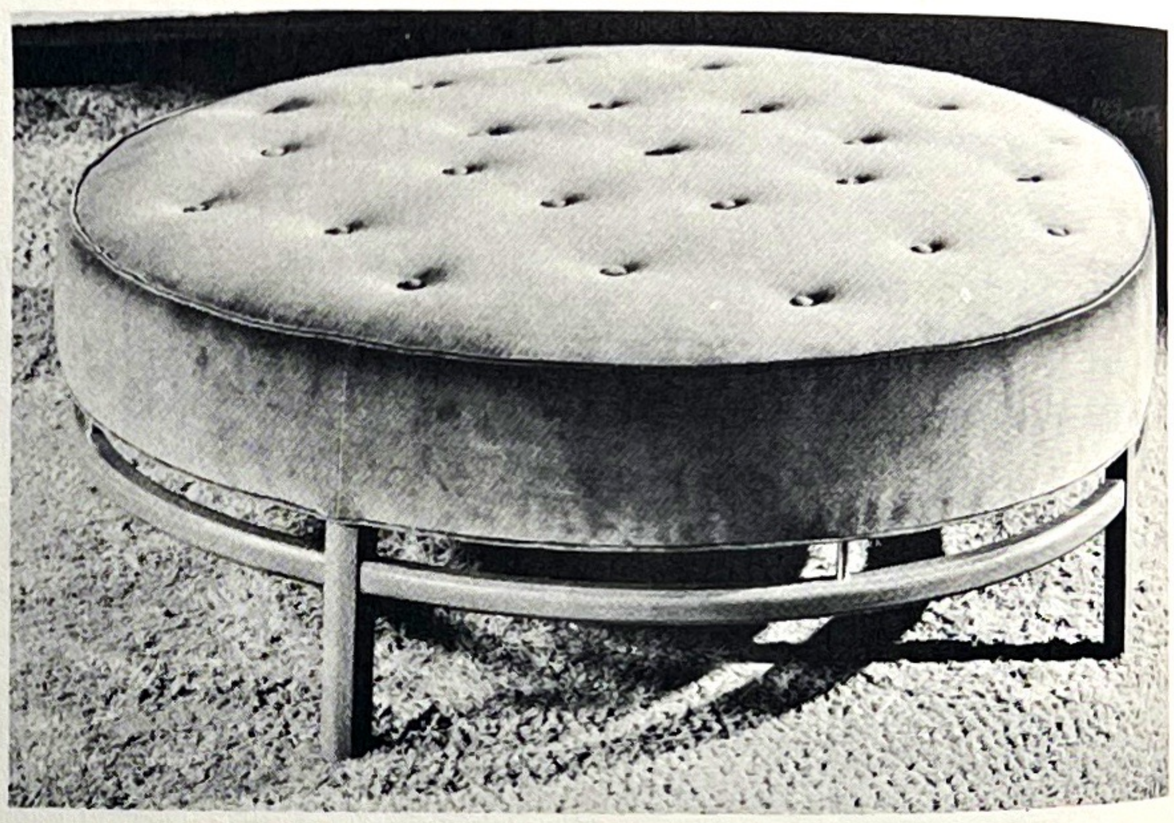
MILLS—DENMARK
227 East 56 Street
New York 22, New York



Item No. 2818 **Angle Sofa**
100" x 37" x 30", high
Arm height, 21½"
Foam seat; coil spring construction
Exposed wood, walnut, oil finish
Approximate Retail Price: 650.00, **muslin**

Showrooms:
New York—Fourth Ave. at 32 Street
Chicago—1228 Merchandise Mart
Thomasville, North Carolina

Designer: BERNARD FLAGG



Item No. 3715 **Pouffe**
Diameter, 48"; height, 15½"
Coil spring construction
Exposed wood, walnut, hazelnut finish
Approximate Retail Price: 200.00, **muslin**

Item No. 3712-W **Arm Chair**
31" x 32" x 29", high
Foam rubber seat; down back
Coil spring construction
Exposed wood, walnut, hazelnut finish
Loose seat & back cushions
Approximate Retail Price: 200.00, **muslin**

ERWIN—LAMBETH, INC.
Thomasville, North Carolina

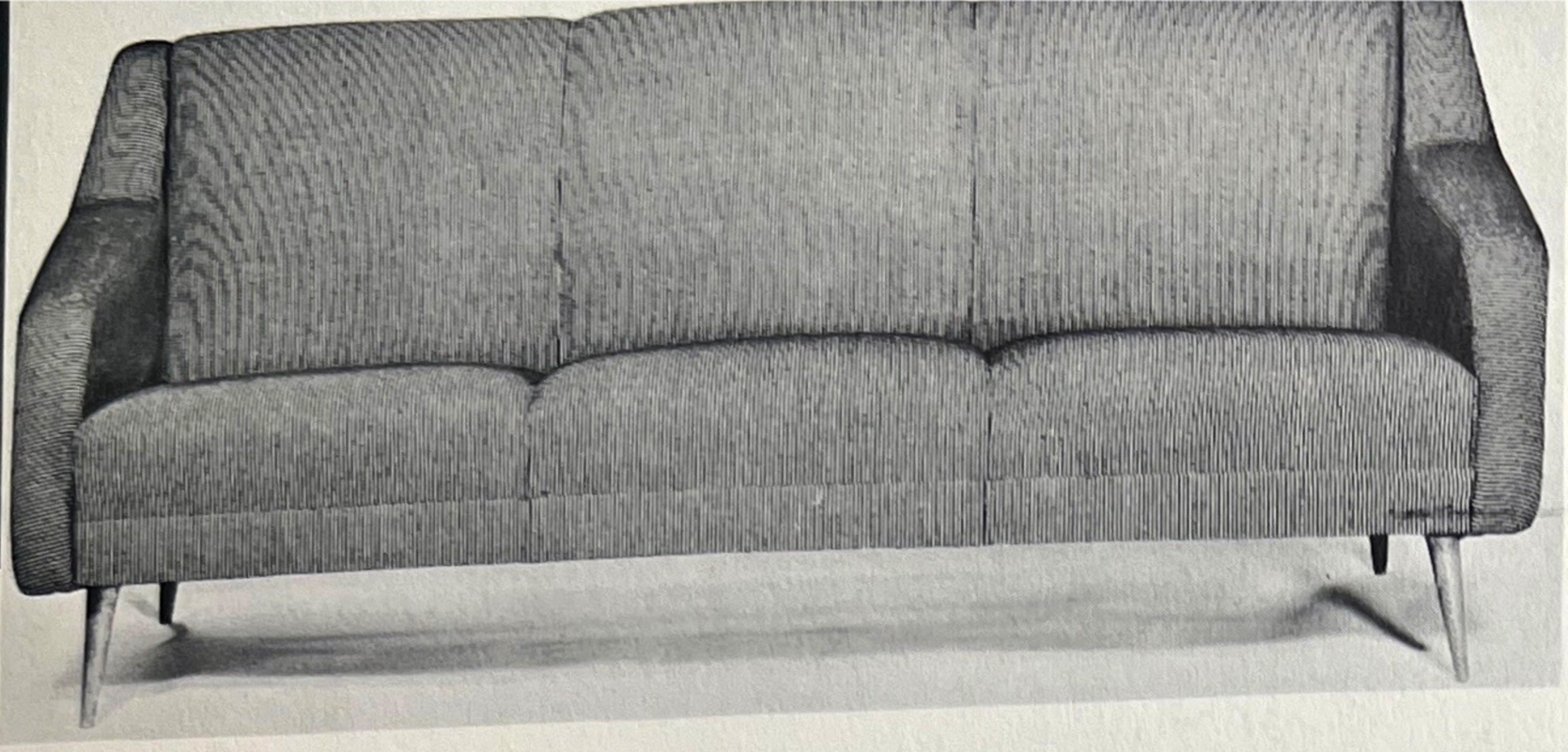
Designer: WILLIAM ARMBRUSTER

A recent contract installation of multiple and area seating at the International Arrivals Building, International Airport, Port of New York Authority.

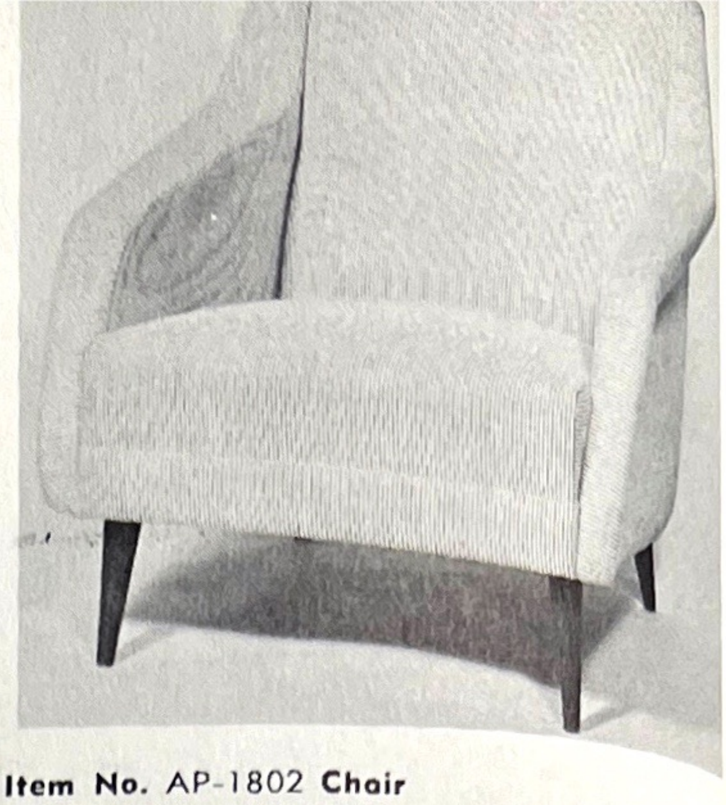
Chairs of the SA-200 Series, are of stainless steel; upholstered in naugahyde; foam rubber construction.

Tables have stainless steel frames with Formica tops.

EDGEWOOD FURNITURE CO. INC.
334 East 75 Street
New York 21, New York



Item No. AP-1802/3 **Sofa**
73" x 31" x 29", high
Foam rubber & steel spring construction
Yardage required, 8, 54"
Approximate Retail Price: 595.00, **muslin**

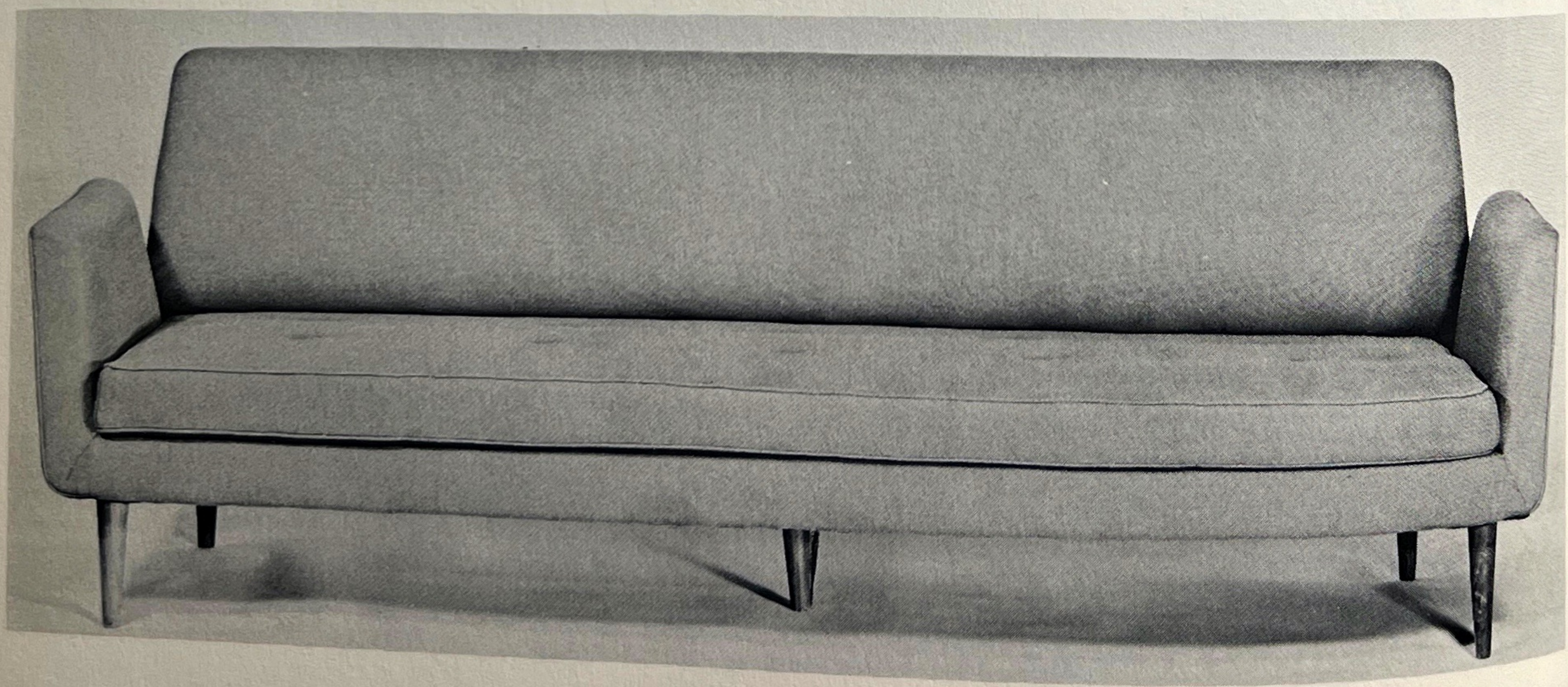


Item No. AP-1802 **Chair**
28" x 31" x 30", high
Foam rubber & steel spring construction
Yardage required, 4, 54"
Approximate Retail Price: 295.00, **muslin**

Item No. AW-1154 **Side Chair**
17" x 20" x 32", high
Frame: teak, jacaranda or gaviuna
Yardage required, ½, 54"
Approximate Retail Price: 80.00, **muslin**

Item No. AW-1155 **Arm Chair**
20" x 22" x 31", high
Frame: teak, jacaranda or gaviuna
Yardage required, ½, 54"
Approximate Retail Price: 100.00, **muslin**

Item No. AW-1325 **Sofa**
85" x 28" x 29", high
Wood frame & legs
Loose foam rubber cushion
Yardage required, 9, 54"
Approximate Retail Price: 425.00, **muslin**

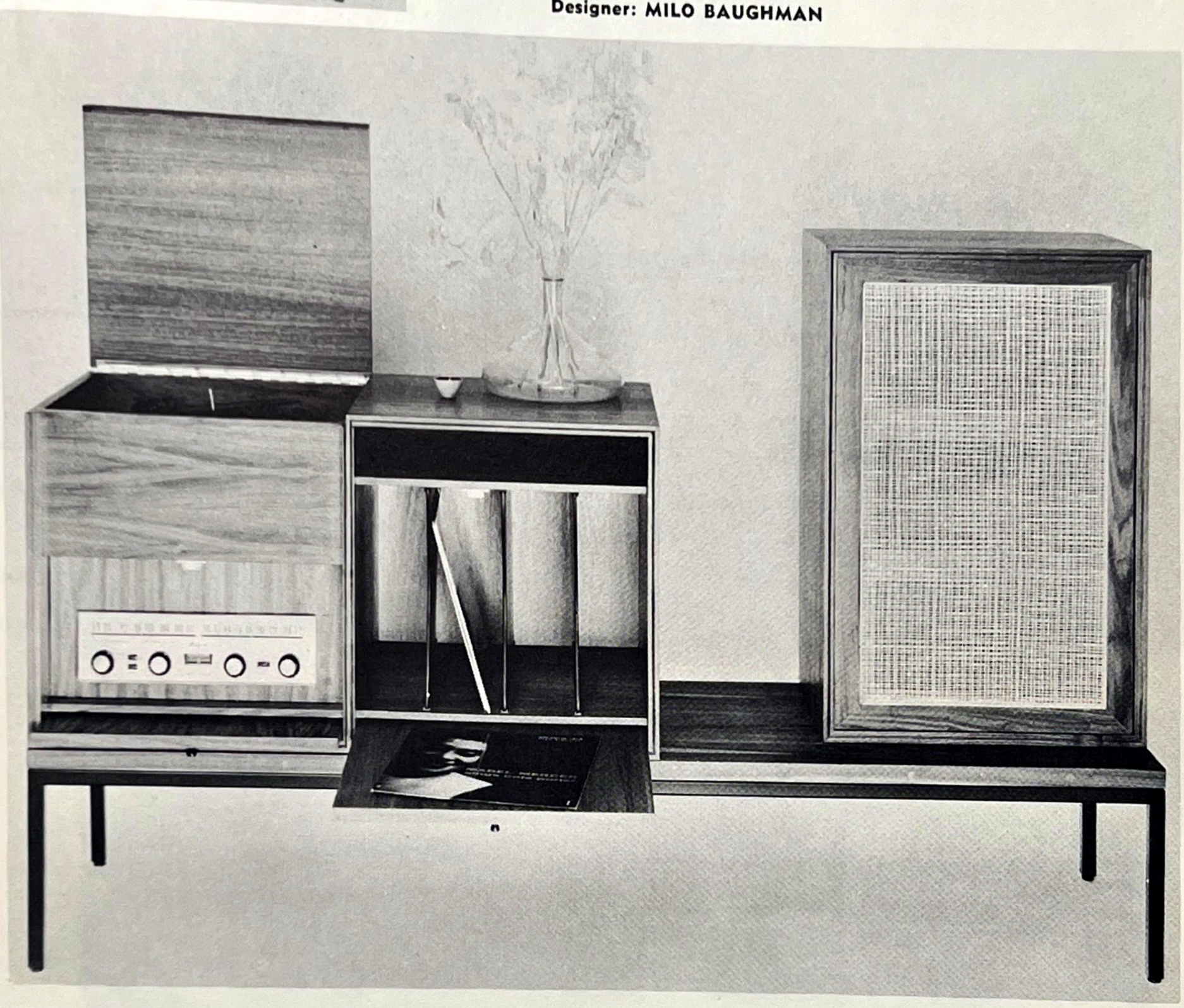


ALTAMIRA
125 East 55 Street
New York 22, New York

Item No. 3810 **Desk**
54" x 26" x 29", high
Walnut top; cane file drawer;
3-walnut drawers for storage
Black metal legs

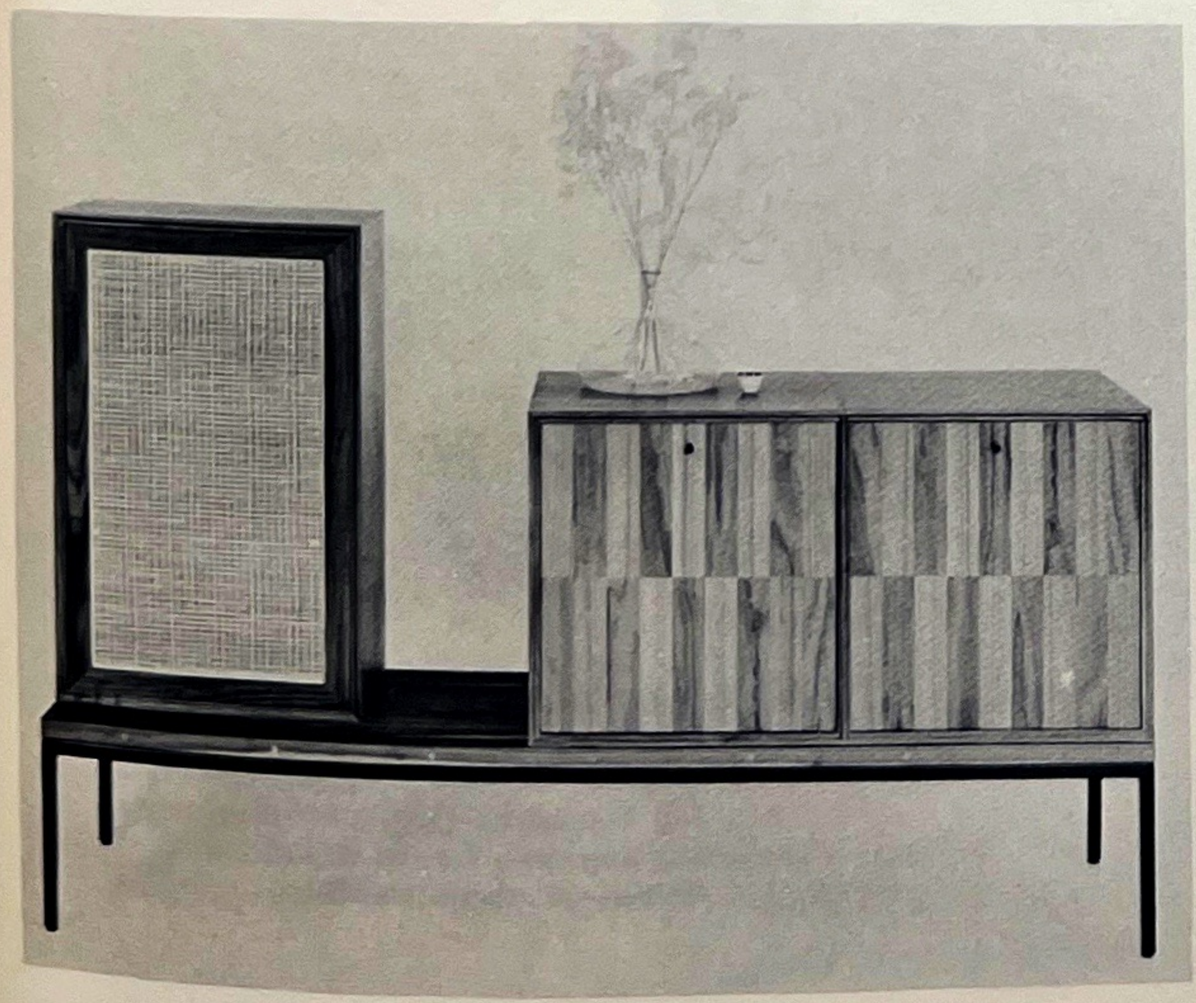
SHOWROOMS:
New York—305 East 53 Street
Chicago—600 Merchandise Mart
Dallas—160 Decorative Center
St. Louis—1209 Washington Ave.
Cleveland—4019 Prospect Ave.
Minneapolis—212 Eleventh Street
San Francisco—528 Washington St.
Miami Beach—1145 - 97 Street
Grand Rapids—Waters Building

Designer: MILO BAUGHMAN



Available for residential or contract installation

Prices available upon request



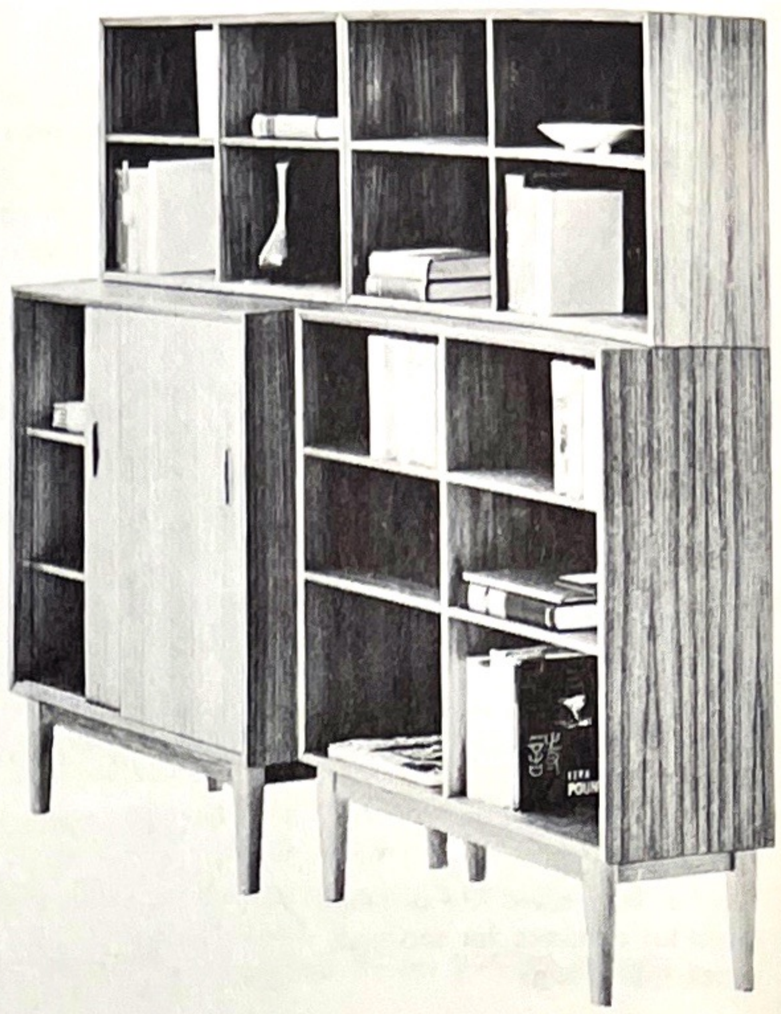
Item No. 3900 **HI-FI Unit**
Plank table; black metal base
72" x 18" x 12", high
Record case; record player & tuner
40" x 18" x 21", high
Speaker case, cane front
21" x 14" x 32", high

ARCH GORDON COMPANY INC.
2500 North Bosworth Avenue
Chicago 14, Illinois

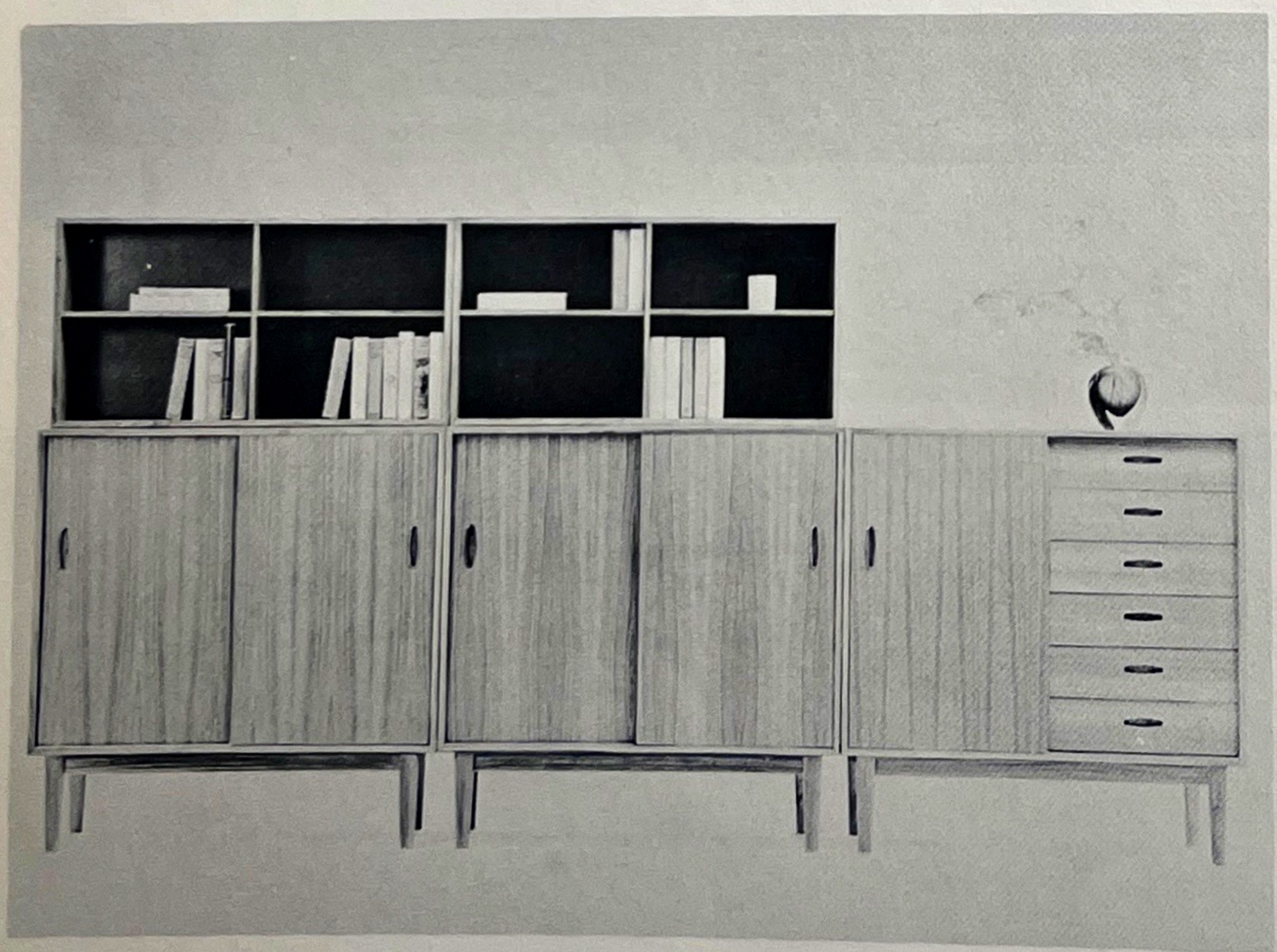
530 MODULAR CASE GROUP
Woods: walnut or teak

Designer: NILS JONSSON

Item No. 530-C4 **Cabinet-Drawer Unit**
530-S1 **Writing Shelf**
530-B2 **Bookcase**
530-C3 **Cabinet**
93⅛" x 15¾" x 57⅝", high
Approximate Retail Price: 345.00, **(as shown)**



Item No. 530-B3 **Bookcase** (2-shown)
530-C1 **Cabinet** (includes base)
530-B1 **Bookcase**
530-X3 **Base for Bookcase**—B1
74½" x 15¾" x 57⅝", high
Approximate Retail Price: 440.00, **(as shown)**



Item No. 530-B3 **Bookcase** (2-shown)
530-C1 **Cabinet** (2-shown)
530-C2 **Cabinet** with drawers
111¾" x 15¾" x 57⅝", high
Approximate Retail Price: 630.00, **(as shown)**

SHOWROOMS:
New York—600 Madison Avenue
Chicago—John R. Willis Company
San Francisco—Cole-Miller Company
Los Angeles—Walter Birnie
Dallas—W. Glenn Hennings

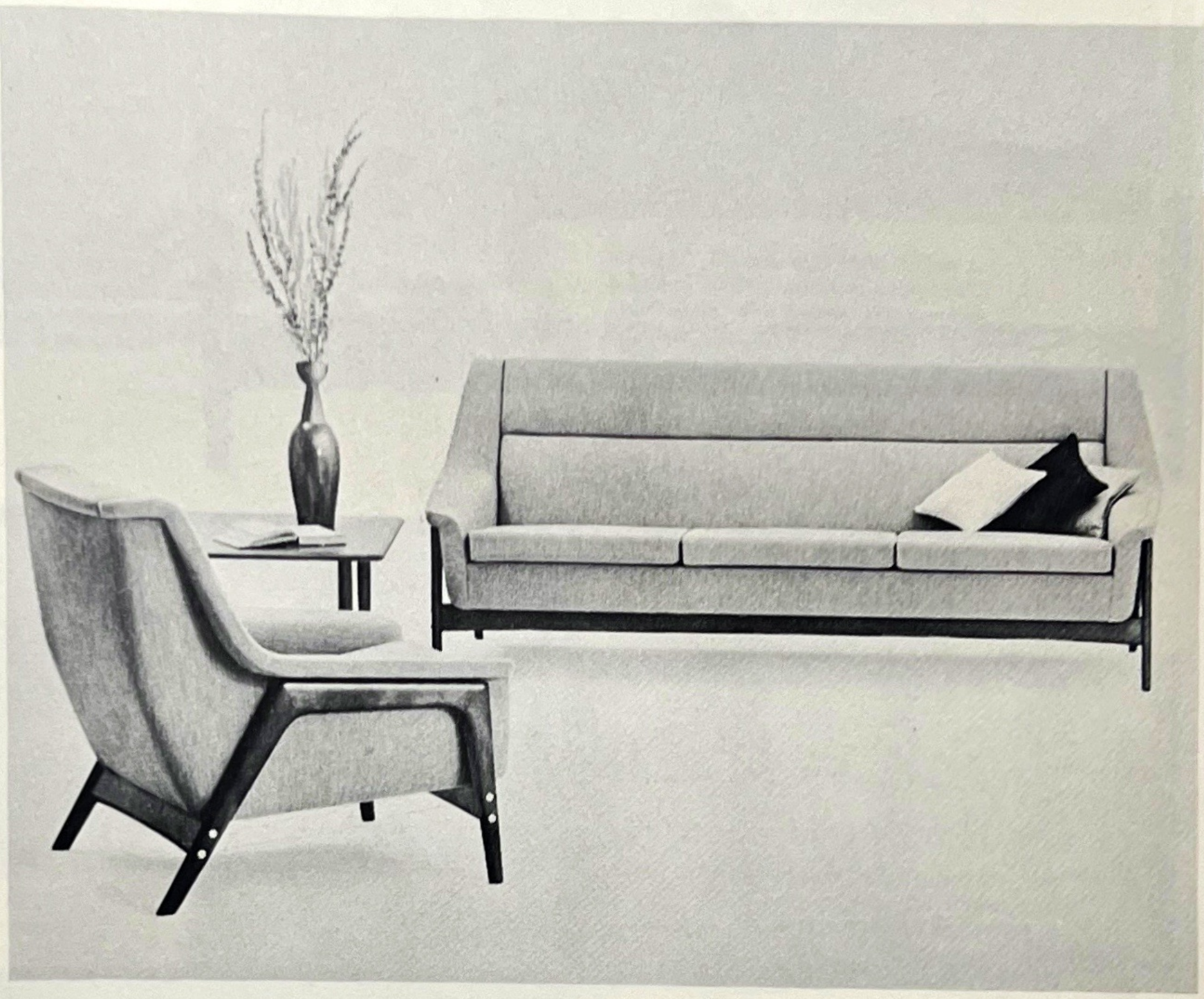
DUX INCORPORATED
390 Ninth Street
San Francisco 3, California

furniture forum

SHOWROOMS:
New York—600 Madison Avenue
Chicago—John R. Willis Company
San Francisco—Cole-Miller Company
Los Angeles—Walter Birnie
Dallas—W. Glenn Hennings

63 UPHOLSTERED GROUP
Woods: beech with walnut finish or dark smoked oak

Designer: FOLKE OHLSSON

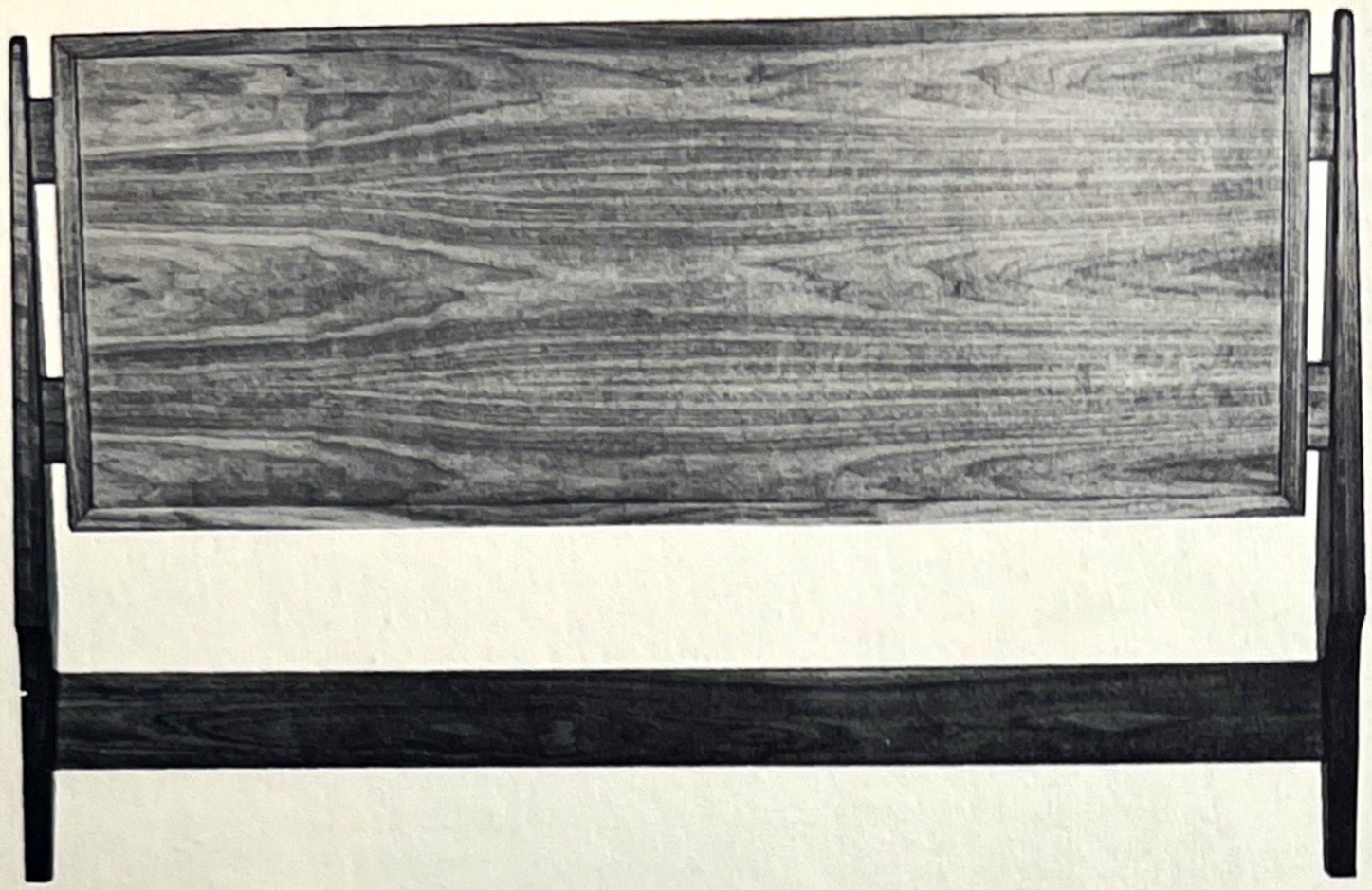


Item No. 63-S3 Three Seat Sofa
81" x 34" x 32", high; 16" seat
Approximate Retail Prices:
C.O.M. 450.00 — **Grade 4** 570.00

Item No. 63-CL Low Chair
33" x 34" x 32", high; 16" seat
Approximate Retail Prices:
C.O.M. 235.00 — **Grade 4** 290.00

Item No. 63-S4 Four Seat Sofa
104" x 34" x 32", high; 16" seat
Approximate Retail Prices:
C.O.M. 450.00 — **Grade 4** 700.00

DUX INCORPORATED
390 Ninth Street
San Francisco 3, California



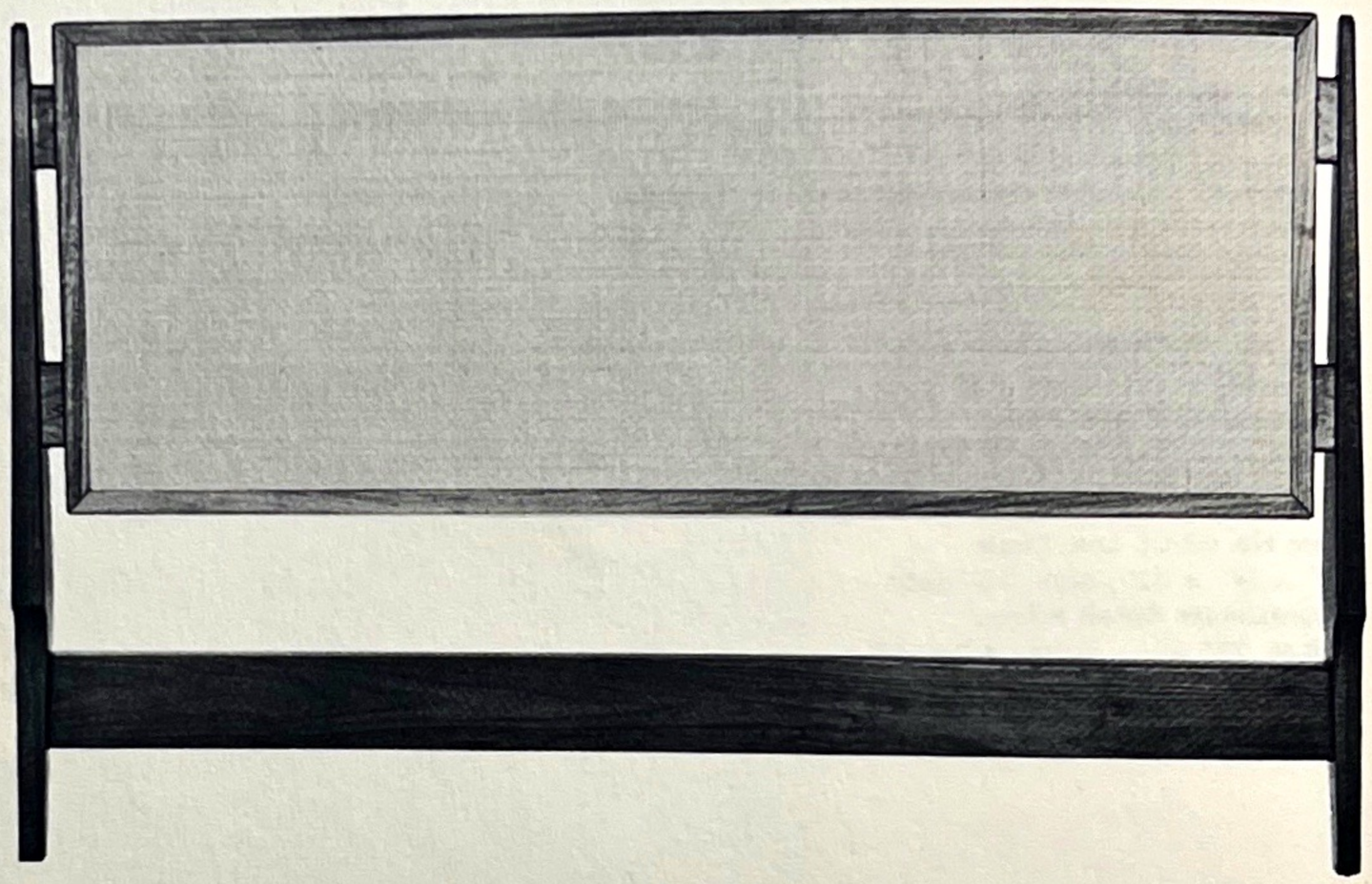
SHOWROOM:
New York—192 Lexington Ave.

Finishes:
- Hand-rubbed oil finish on walnut
- Satin lacquer finish
- Formica surfaced tops

(Prices quoted are for oil finish)

WALNUT SERIES, oil finish, includes: Dressers; chests; vanities; cabinets; headboards; nite stands; stack units; dining tables; chairs; benches and occasional tables.

Item No. HP42 **Panel Headboard**
Wood: walnut, oil finish
O/A height 36"; length 42"
Approximate Retail Price: 70.00
HP57—length 57"—80.00
#**HP81**—length 81"—100.00



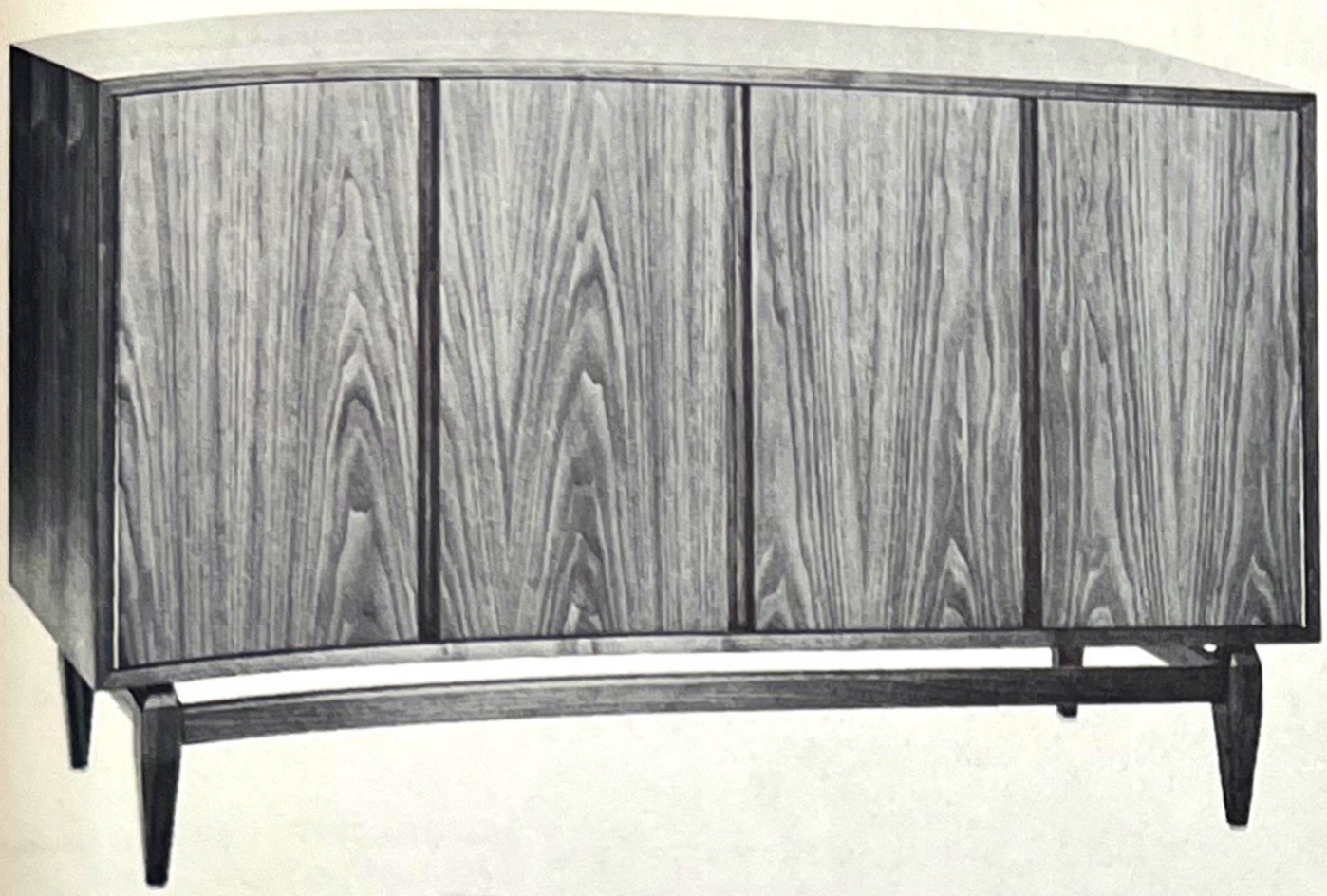
Item No. HC42 **Cane Headboard**
O/A height 36"; length 42"
Approximate Retail Price: 80.00
#**HC57**—length 57"—90.00
#**HC81**—length 81"—120.00

Item No. Group 1—B1272 **Triple Dresser**
O/A height on base 31½"; length 72"
Approximate Retail Price: 284.00
Item No. Group 5—B1272 **Triple Dresser**
On turned legs 30½" high; 72" long
Approximate Retail Price: 260.00

STRECHER BASE
O/A height w/case 31½"
Group 1—Insert Pull
Group 2—Wood Pull
Group 3—Bail Pull
Group 4—Pewter Pull

TURNED LEG
O/A height w/case 30½"
Group 5—Insert Pull
Group 6—Wood Pull
Group 7—Bail Pull
Group 8—Pewter Pull

FOSTER—McDAVID, INC.
4200 North Westshore Blvd.
Tampa 9, Florida



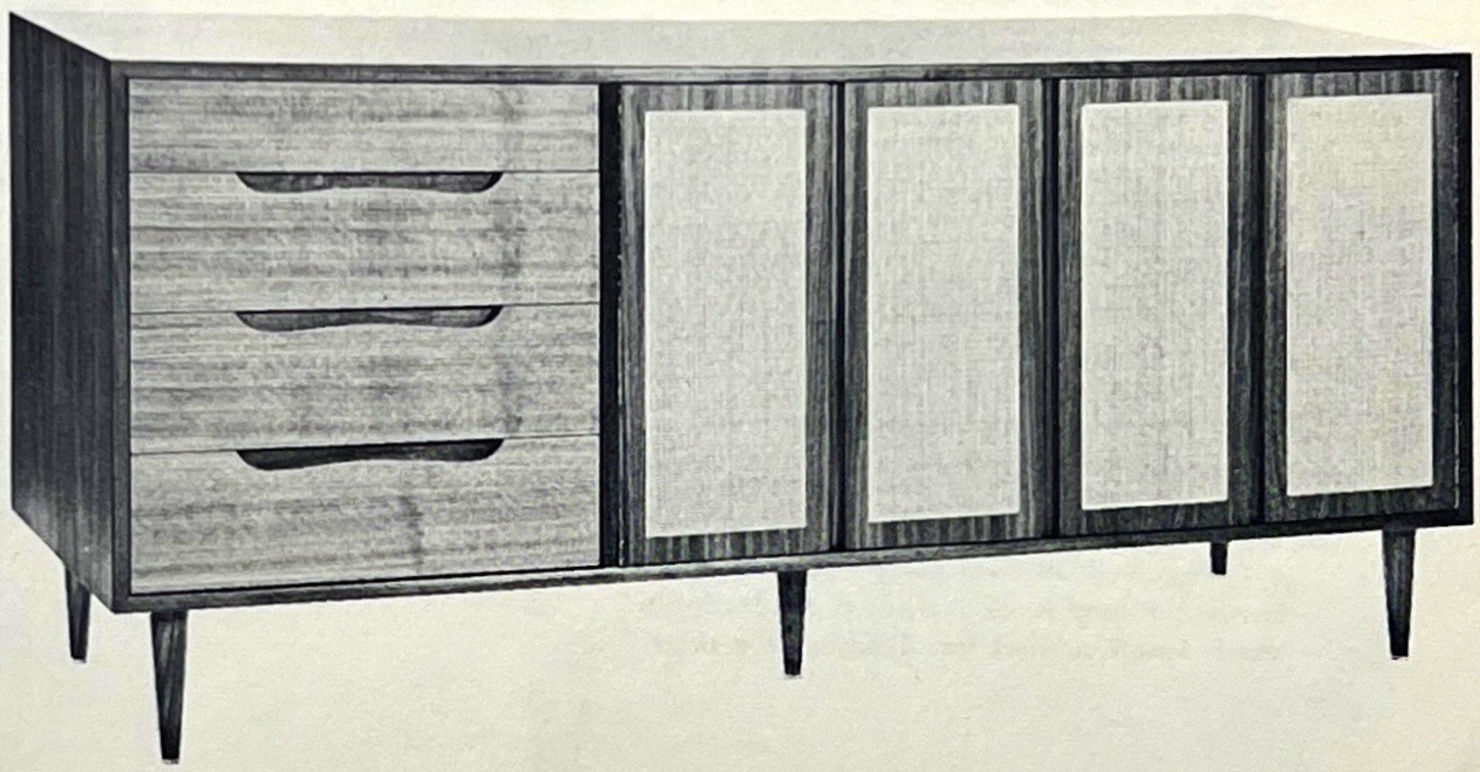
SHOWROOM:
New York—192 Lexington Ave.

Finishes:
- Hand-rubbed oil finish on walnut
- Satin lacquer finish
- Formica surfaced tops

(Prices quoted are for oil finish)

WALNUT SERIES, oil finish, includes: Dressers; chests; vanities; cabinets; headboards; nite stands; stack units; dining tables; chairs; benches and occasional tables.

Item No. Group 1—C54WA **Cabinet**
O/A height on base, 31½"; length, 54"
All pleated doors; adjustable shelves
Approximate Retail Price: 208.00
#C54CA, Cane pleated doors; adj. shelf, 238.00
#C54WB, Wood doors; silver drawer, 222.00
#C54CB, Cane doors; silver drawer, 252.00
#C54WC, Wood doors; 8-French trays, 241.00
#C54CC, Cane doors; 8-French trays, 272.00



Item No. Group 1—C72W4L **Cabinet**
O/A height on base 31½"; length 72"
Drawers left; pleated doors; adj. shelves
Approximate Retail Price: 288.00
Item No. Group 5—C72W4L **Cabinet**
On turned legs 30½" high; length 72"
Approximate Retail Price: 264.00

Item No. Group 5—C72C4L **Cabinet** (Drawers left)
O/A height on turned legs, 30½"; length, 72"
Cane pleated doors; adjustable shelves
Approximate Retail Price: 294.00
#C72C4C (Center drawers) 294.00
#C72C4R (Drawers right) 294.00
(Available with wood doors and on stretch base)

STRECHER BASE
O/A height w/case 31½"
Group 1—Insert Pull
Group 2—Wood Pull
Group 3—Bail Pull
Group 4—Pewter Pull

TURNED LEG
O/A height w/case 30½"
Group 5—Insert Pull
Group 6—Wood Pull
Group 7—Bail Pull
Group 8—Pewter Pull

FOSTER—McDAVID, INC.
4200 North Westshore Blvd.
Tampa 9, Florida

Distributors for Georg Jensen, Inc.

Item No. Z20-130 **Sliding Door & 4-Drawer**
2-sliding panel doors
59" x 17½" x 31", high
Approximate Retail Price: 360.00

Item No. Z19-124 **4-Drawer Cabinet**
39½" x 17½" x 31", high
Approximate Retail Price: 235.00

From the LUNNING COLLECTIONS of FURNITURE

Designer: IB KOFOD-LARSEN

Showrooms:
New York—667 Fifth Avenue
Chicago—6-162 Merchandise Mart
San Francisco—315 Pacific Avenue
Atlanta—1013 W. Peachtree, N. E.
Los Angeles—8833 Beverly Blvd.
Dallas—270 Decorative Center

Cabinets have oil finished teak exteriors with stained birch interiors. Large cabinets have 3-trays & 1-adjustable shelf. Small cabinet has 1-adjustable shelf.

Item No. Z19-126 **7-Drawer Cabinet**
39½" x 17½" x 48", high
Approximate Retail Price: 295.00

Item No. Z20-128 **Sliding Door Cabinet**
59" x 17½" x 31" high
Approximate Retail Price: 325.00

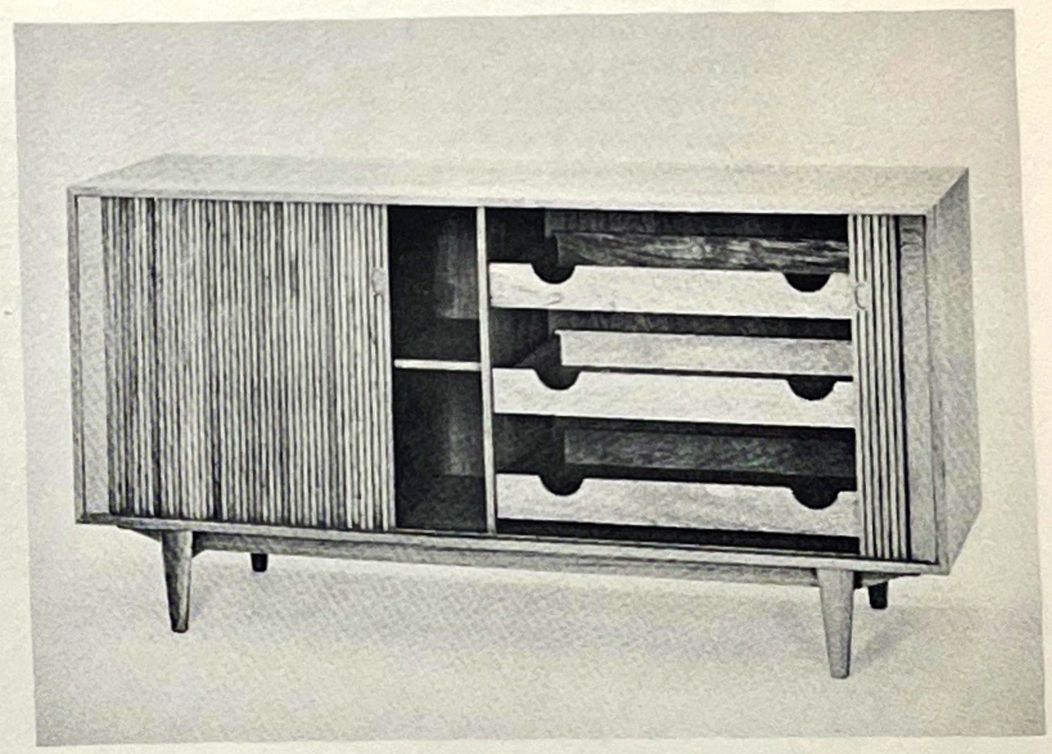
FREDERIK LUNNING INC.
667 Fifth Avenue
New York 22, New York

furniture forum

Distributors for Georg Jensen, Inc.

Item No. Z12-115 **Bookcase**
59" x 11" x 29", high
Approximate Retail Price: 225.00
Item No. Z20-129 **Tambour Cabinet**
59" x 17½" x 31", high
Approximate Retail Price: 335.00
Item No. Z12-114 **Bookcase**
39½" x 11" x 29", high
Approximate Retail Price: 185.00
Item No. Z19-124 **4-Drawer Chest**
39½" x 17½" x 31", high
Approximate Retail Price: 235.00

Detail of tambour, #Z20-129



From the LUNNING COLLECTION of FURNITURE

Designer: IB KOFOD-LARSEN

Cabinets have oil finished teak exteriors with stained birch interiors. Large cabinets have 3-trays & 1-adjustable shelf. Small cabinet has 1-adjustable shelf.

Showrooms:
New York—667 Fifth Avenue
Chicago—6-162 Merchandise Mart
San Francisco—315 Pacific Avenue
Atlanta—1013 W. Peachtree, N. E.
Los Angeles—8833 Beverly Blvd.
Dallas—270 Decorative Center

Item No. Z12-115 **Bookcase**
59" x 11" x 29", high
Approximate Retail Price: 225.00
Item No. Z19-127 **8-Drawer Cabinet**
59" x 17½" x 31", high
Approximate Retail Price: 345.00
Item No. Z12-114 **Bookcase**
39" x 11" x 29", high
Approximate Retail Price: 185.00
Item No. Z20-125 **Sliding Door Cabinet**
39½" x 17½" x 29", high
Approximate Retail Price: 215.00

FREDERIK LUNNING INC.
667 Fifth Avenue
New York 22, New York

Item No. 322-LA **Loveseat**
51" x 31" x 31", high
Foam back & seat cushions over
No-Sag springs. Walnut legs, **KD,**
with swivel glides. Wall-saver design
Yardage required, 10 yards
Approximate Retail Price: 285.00, **muslin**
(Available with right (**RA**) or left (**LA**) arms)

Designer: ALLAN GOULD

Available for residential or contract installation

Item No. 303-A **Sofa**
75" x 29" x 31", high
All foam back, arm rests &
cushions on Rotex rubber webbing
Legs **KD** of anodized aluminum in
natural, brass or black finish
Yardage required, 11 yards
Approximate Retail Price: 399.00, **muslin**

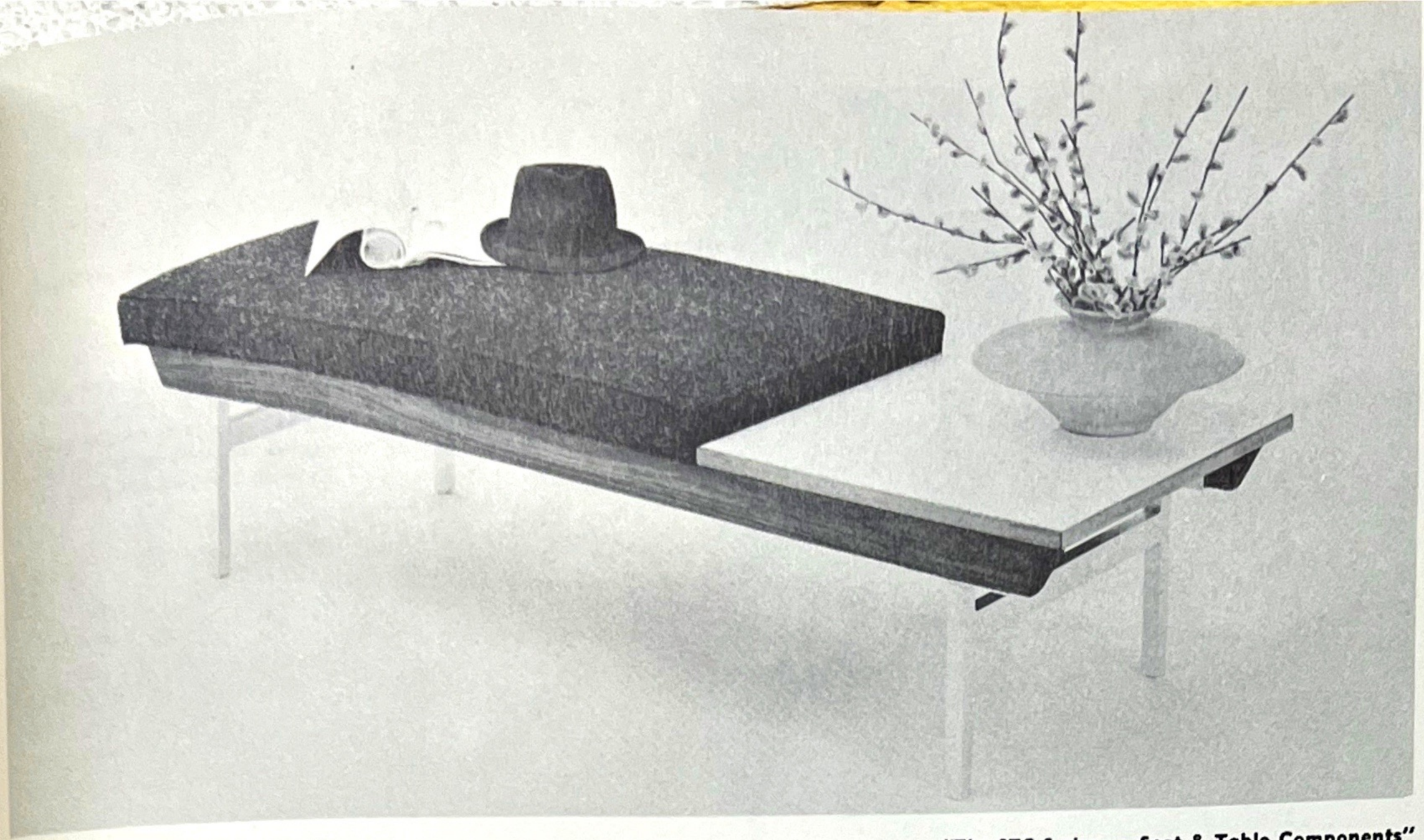
Item No. 301-A **Chair**
30" x 29" x 31", high
Yardage required, 5½ yards
Approximate Retail Price: 215.00, **muslin**

Item No. 321-A **Chair**
30" x 31" x 31"
Yardage required, 6
Approximate Retail Price: 188.00, **muslin**

Item No. 323-A **Sofa**
78" x 31' x 31"
Foam back and seat cushions over
No-sag springs. Walnut legs, KD,
with swivel glides. Wall saver design.
Yardage required, 12
Approximate Retail Price: 380.00, **muslin**

GEORGE TANIER, INC.
521 Madison Avenue
New York 22, New York

furniture forum



"The STC Series — Seat & Table Components"

Item No. 66M-2B-T **Bench/Table**
Base: 66" x 28" x 16" from floor
Solid walnut, oil finish or
aluminum in natural, brass or black finish
Table top: 22" x 24", deep
White plastic banded with walnut
Seat: foam rubber, 2¼ yards
Approximate Retail Prices: 163.00

Item No. 66W-T-2L **Seat & Table Unit**
Base: 66" x 28" x 16" from floor
Solid walnut, oil finish or aluminum
in natural, brass or black finish
Table top: 22" x 24" deep
White plastic banded with walnut
Seat: low back 44" wide;
foam on Danish springs; 5 yards
Approximate Retail Prices: 230.00

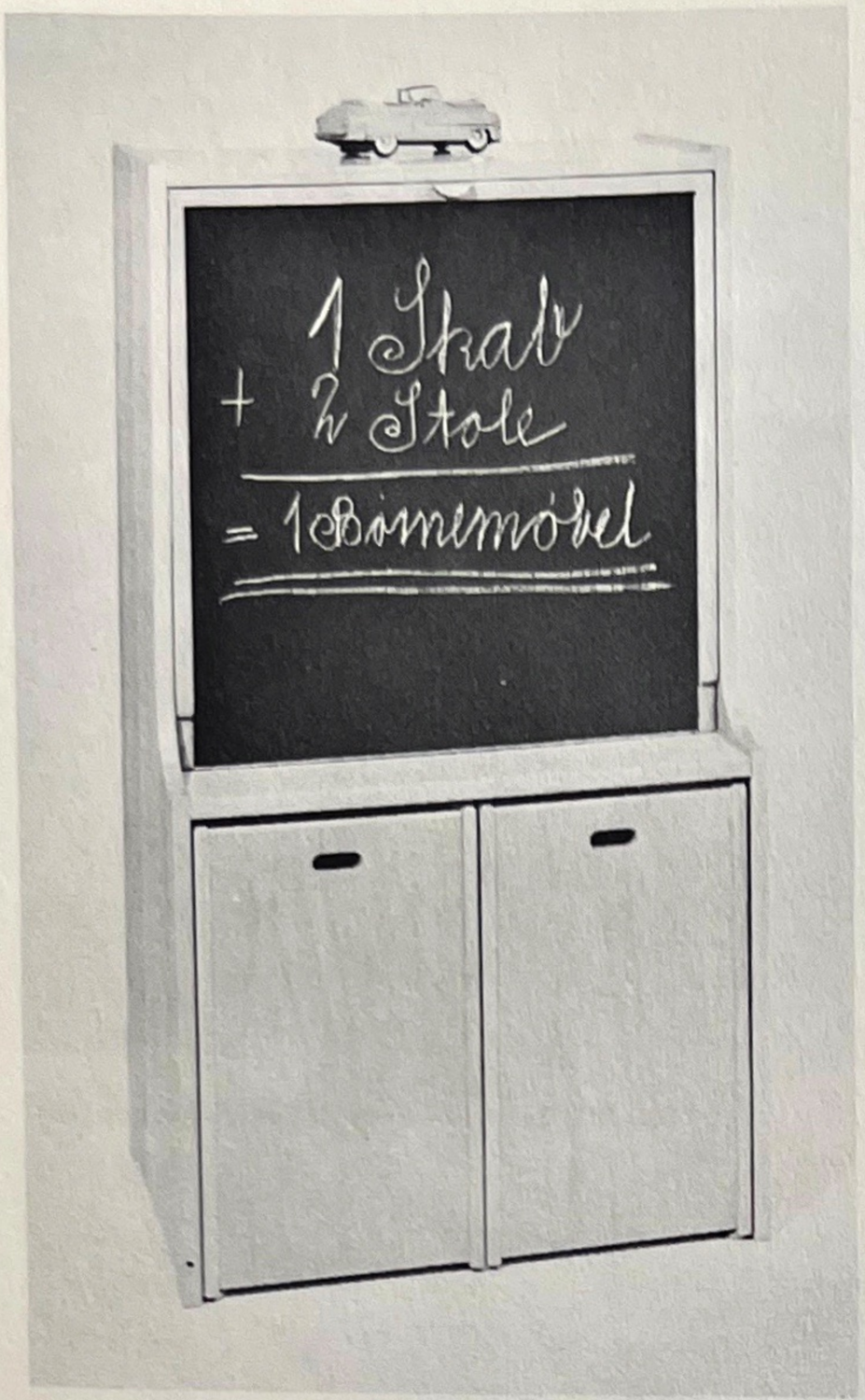
Designer: ALLAN GOULD

Available for residential or contract installation

Item No. 44W-T-H **Seat & Table Unit**
Base: 44" x 28" x 16" from floor
Solid walnut, oil finish or aluminum
in natural, brass or black finish
Table top: 22" x 24", deep
White plastic banded with walnut
Seat: high back, 22" wide; 3¼ yards
Foam rubber on Danish springs
Approximate Retail Prices: 167.00

Item No. 88W-2T-2H **Seat & Table Unit**
Base: 88" x 28" x 16" from floor
Solid walnut, oil finish or aluminum
in natural, brass or black finish
Table top: 44" x 24", deep
White plastic banded with walnut
Seat: high back, 44" wide; 5½ yards
Foam rubber on Danish springs
Approximate Retail Prices: 276.00

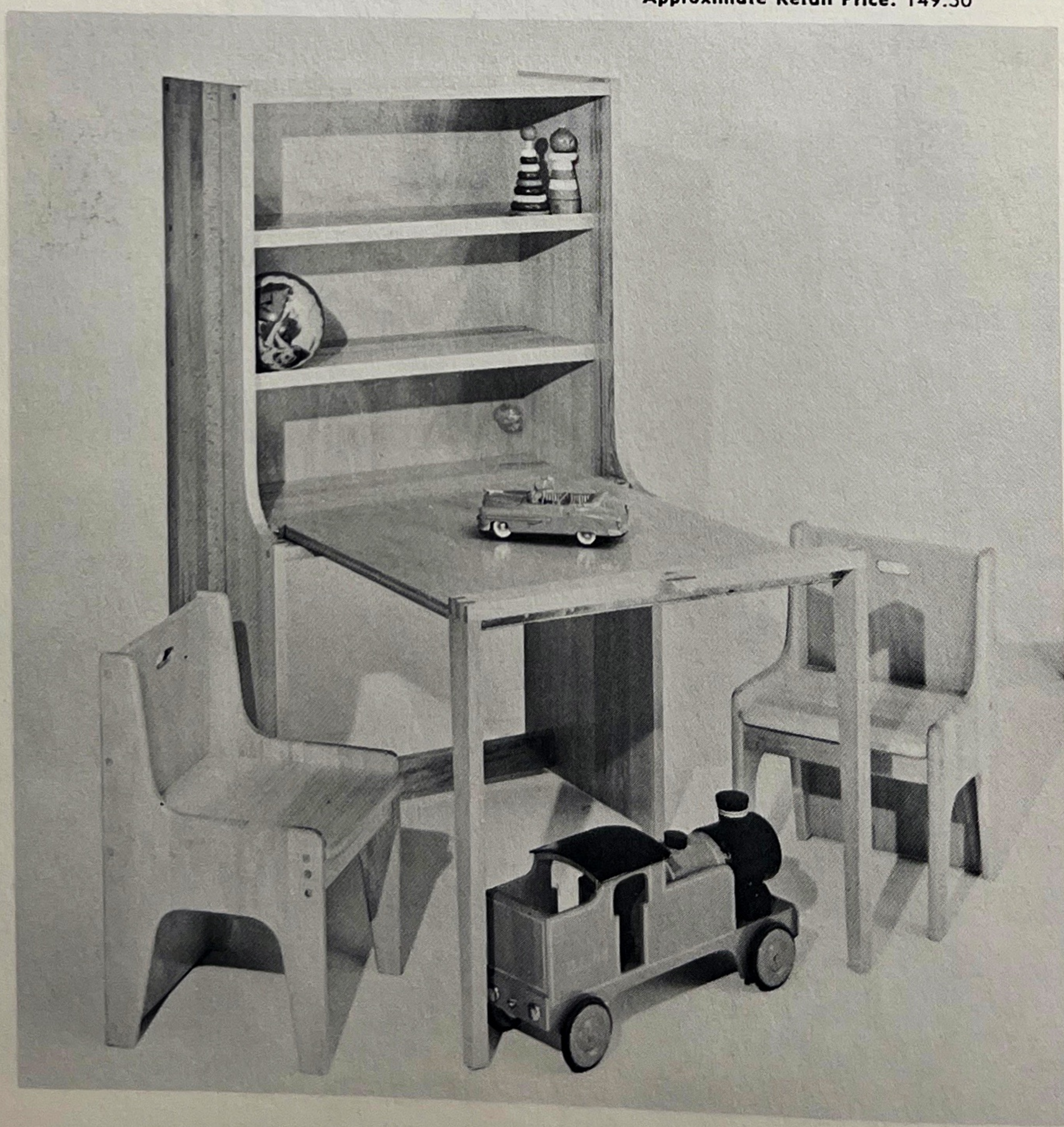
GEORGE TANIER, INC.
521 Madison Avenue
New York 22, New York



Blackboard translation:

1 Skab	1 Chest
+ 2 Stole	+ 2 Chairs
= **1 Bornemobel**	= **1 Kiddie Kabinet**

Item No. 58-H **Kiddie Kabinet**
27½" x 17" x 47¼" high
Wood: beech
(2) — pull-out chairs;
(2) — shelves; blackboard;
Drop-front, finished top
Approximate Retail Price: 149.50

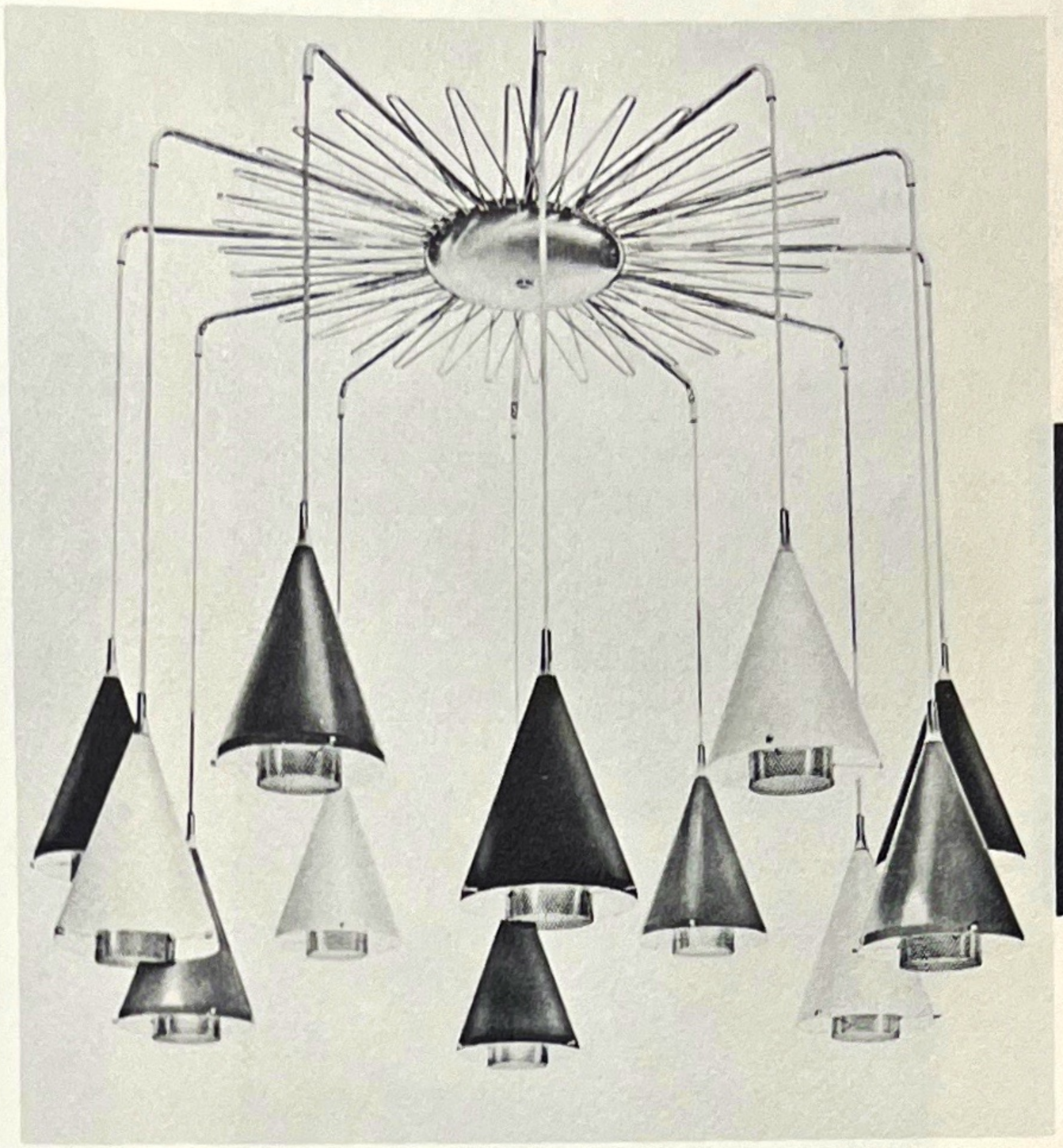


SEABON SCANDINAVIAN IMPORTS
54 East 54 Street (PLaza 5-0422)
New York 22, New York

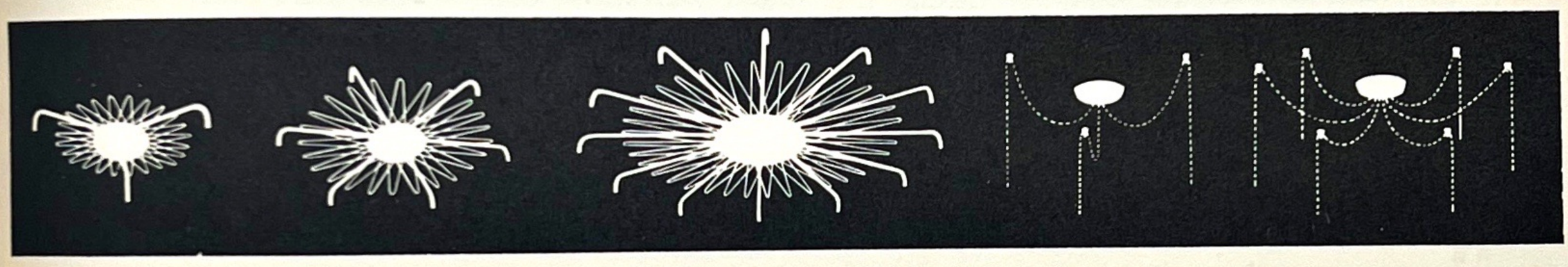
furniture forum

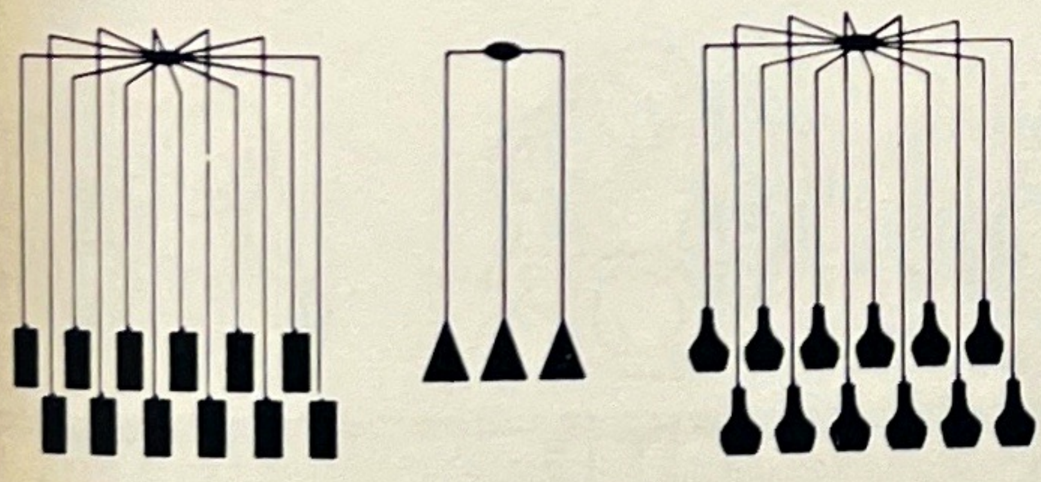
From the CARNIVAL Collection

This NEW group of decorative lighting fixtures offers a range of expression that gives full play to your creativity. At right: only one of the almost innumerable designs you can create by using the Carnival elements.

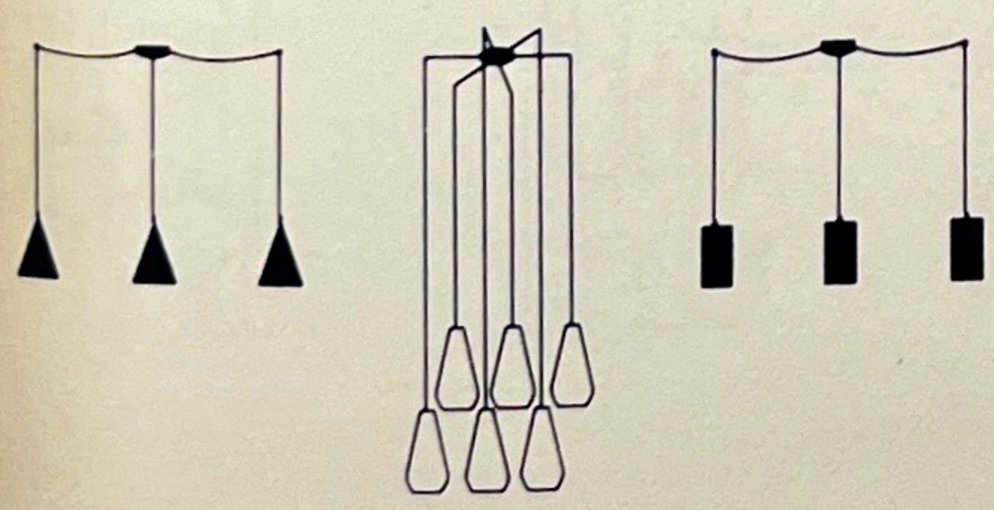


SHOWROOMS:
New York—11 East 36 Street
Chicago—1267 Merchandise Mart
Los Angeles—527 West 7 Street





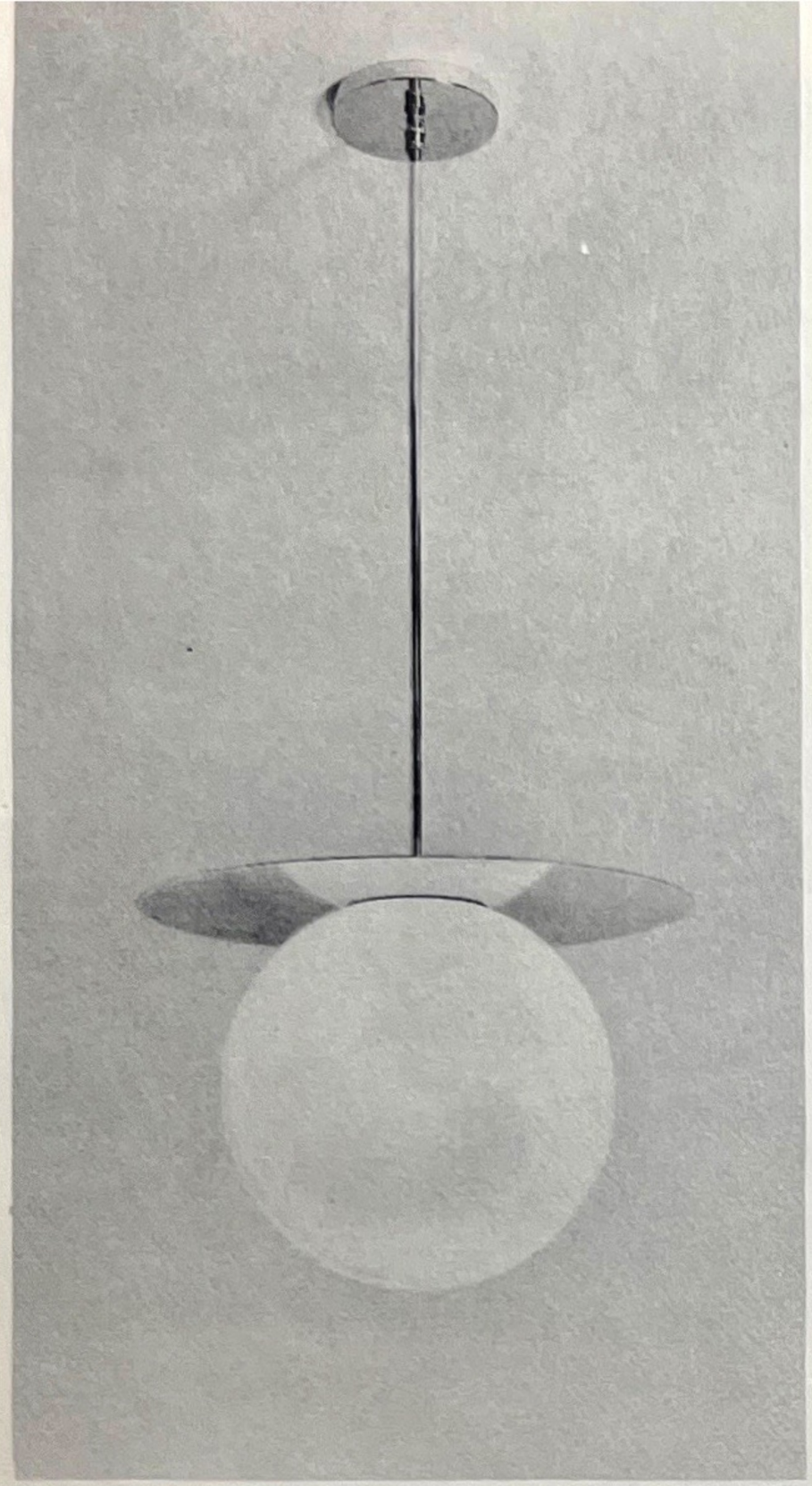
Six illuminators and five ceiling accessories provide one, three, six and twelve-light fixtures. Pendants of the same or varied colors, shapes and textures may be suspended in clusters from the star-shaped ceiling canopies or hung singly. The combinations of lighting effects possible with Carnival is almost limitless.



FREE CATALOG . . . . For full information on Carnival, plus many other exclusive Lightolier designs, write Dept. FF, Lightolier Inc., Jersey City 5, N. J. for the NEW portfolio of Decorative Lighting.

furniture forum

LIGHTOLIER
Main Office & Factory
Jersey City 5, New Jersey



REFLECTOR DISK FINISHES
Baked lacquer red, yellow, blue or white
Mirror-polished chrome or brass

Flat-plane metal reflector disk on Spheroid of hand-blown white glass. This unit is extremely effective used individually or in groupings for both commercial and residential installations. Various sizes can be suspended at the same or different levels or combined with other HABITAT Forms in Light. (Catalog sheet available)

SPHEROID PENDANTS

	With colored reflector disk	With mirror-polished chrome or brass reflector disk
#808	29.00 list	33.00 list
#810	35.00 "	40.00 "
#812	39.00 "	45.00 "

STEMS

Price of Spheroid does not include metal stem
Standard lengths: 6", 9", 12", 15", 18", 21", 24" 27", 30", 33", 36", 42", 45", 48", 54", 60", 72".
Finishes: baked white lacquer, .09c per inch list
Mirror-polished chrome of brass, .21c per inch list

CEILING CANOPIES

#C-5 ..... Standard canopy, 5½" diameter, to hold individual pendant. Included in price of fixture.

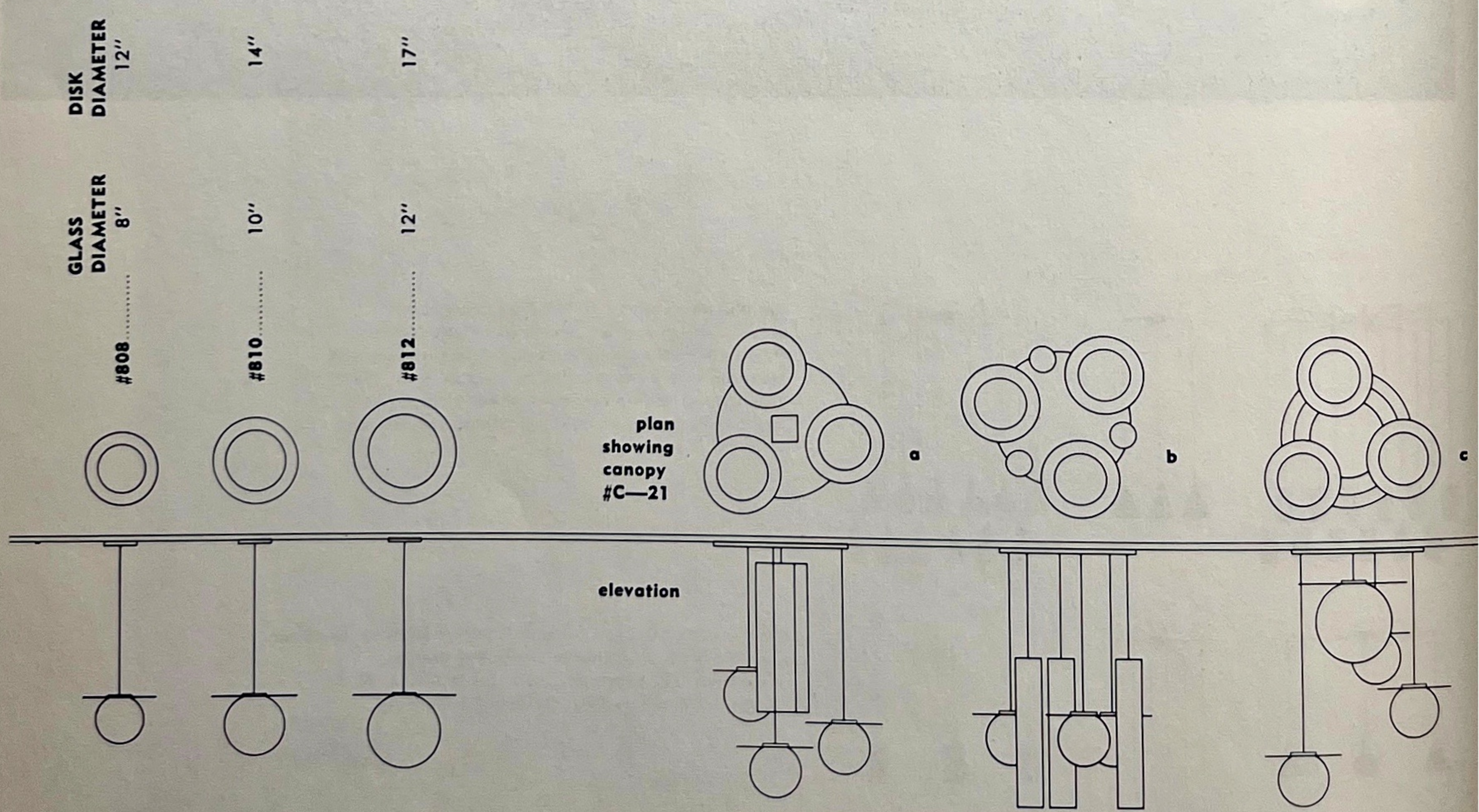
#C-56 ..... Standard canopy, 5½" diameter with 6" arms to be used with 8" Spheroids only. Can hold multiples of three and four pendants. Included in price of fixture.

#C-21 ..... Special canopy, 21" diameter, to hold multiple groupings.....30.00 list

#C-24 ..... Special canopy, 24" x 5", to hold multiples up to 9 pendants.....25.00 list

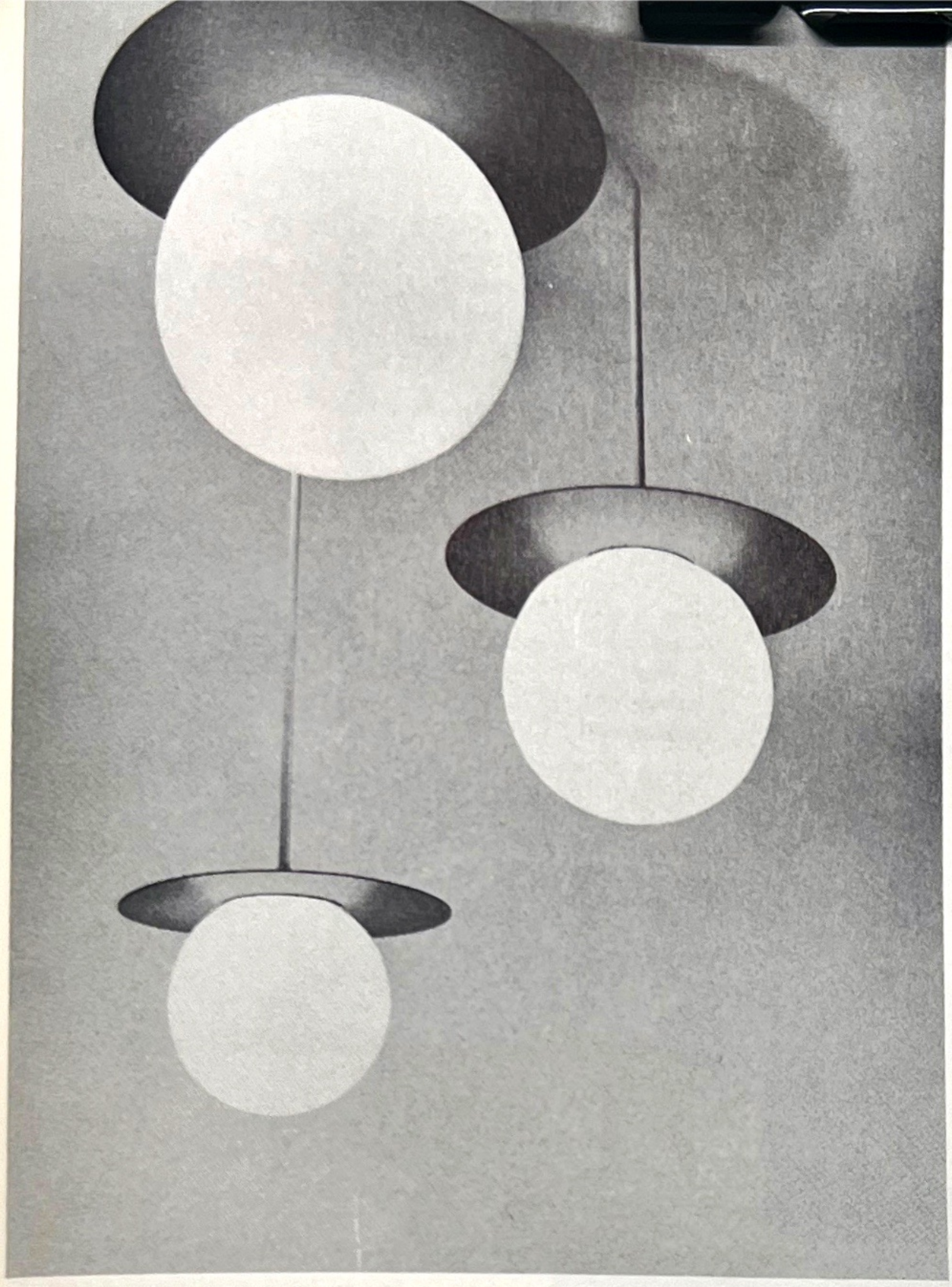
All canopies are equipped with hang-straight swivels.

Canopies available in the following finishes: baked white lacquer, mirror-polished chrome or brass.



HABITAT, INC.
336 Third Avenue
New York 10, New York

furniture forum



Designer: **PAUL MAYEN**

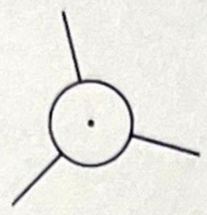
Approved By **UNDERWRITERS' LABORATORIES**

F.O.B. our warehouse, New York City

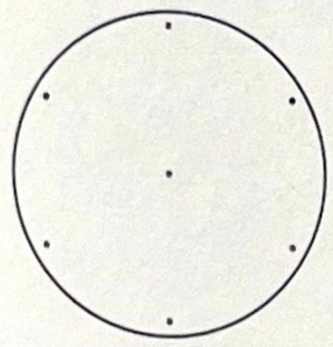
CEILING CANOPIES

#C-5

#C-56



#C-21



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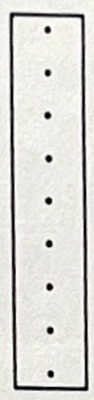
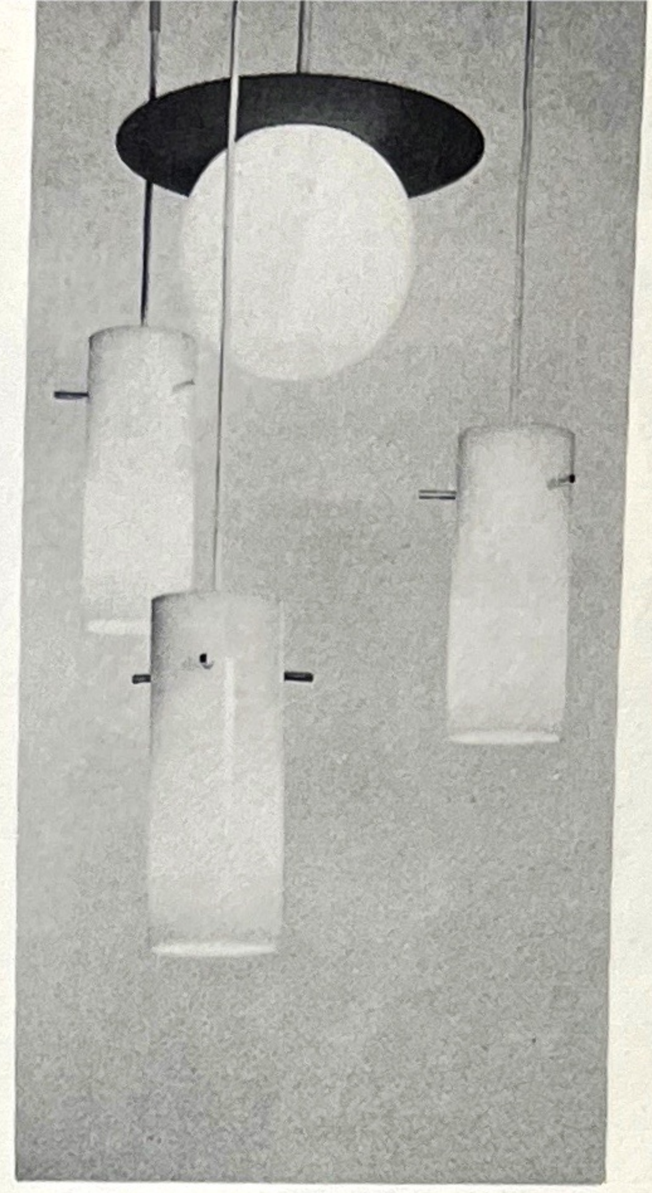
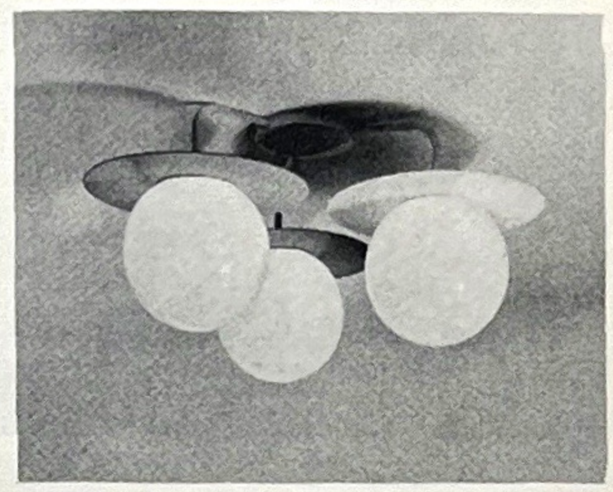




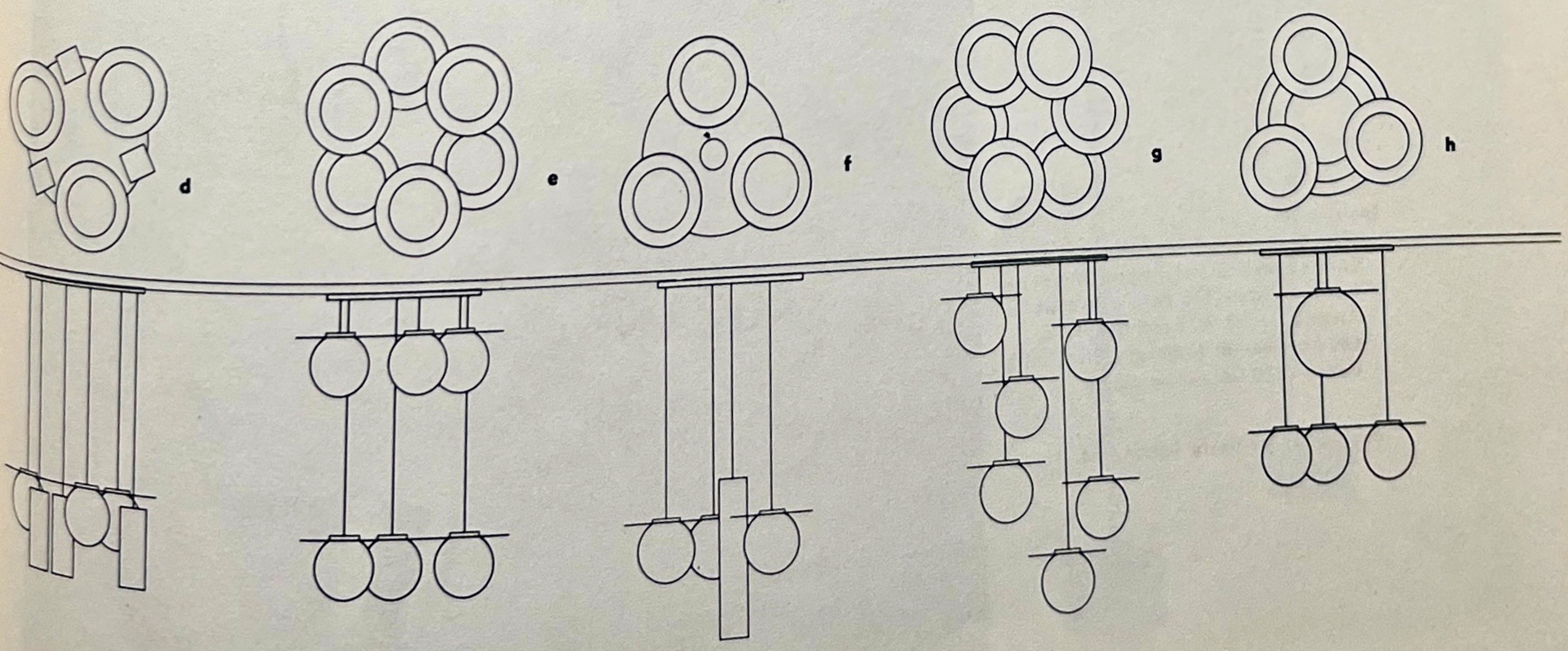


2 variations of canopy #C-56

RECOMMENDED WATTAGE

	Minimum	Maximum
#808	25W	75W
#810	40W	100W
#812	50W	150W

Shown below are a few of the possible combinations and effects which can be created with Forms in Light.



HABITAT, INC.
336 Third Avenue
New York 10, New York

Item No. LS-36-57 **Ceiling Fixture**
Height, 14½"; diameter, 7¼"
5' brass rod supplied or to order
Matt white glass globe
Approximate Retail Price: 29.00

Item No. LS-36-55 **Ceiling Fixture**
Height, 15¾"; diameter, 12"
5' brass rod supplied or to order
Matt white glass globe
Approximate Retail Price: 39.00

Item No. LS-36-56 **Ceiling Fixture**
Height, 13¼"; diameter, 9½"
5' brass rod supplied or to order
Matt white glass globe
Approximate Retail Price: 29.00

Item No. LS-36-53 **Ceiling Fixture**
Height, 15½"; diameter, 10"
5' brass rod supplied or to order
Diffuser of concentric rings of brass
Matt white glass globe with brass details
Approximate Retail Price: 39.00

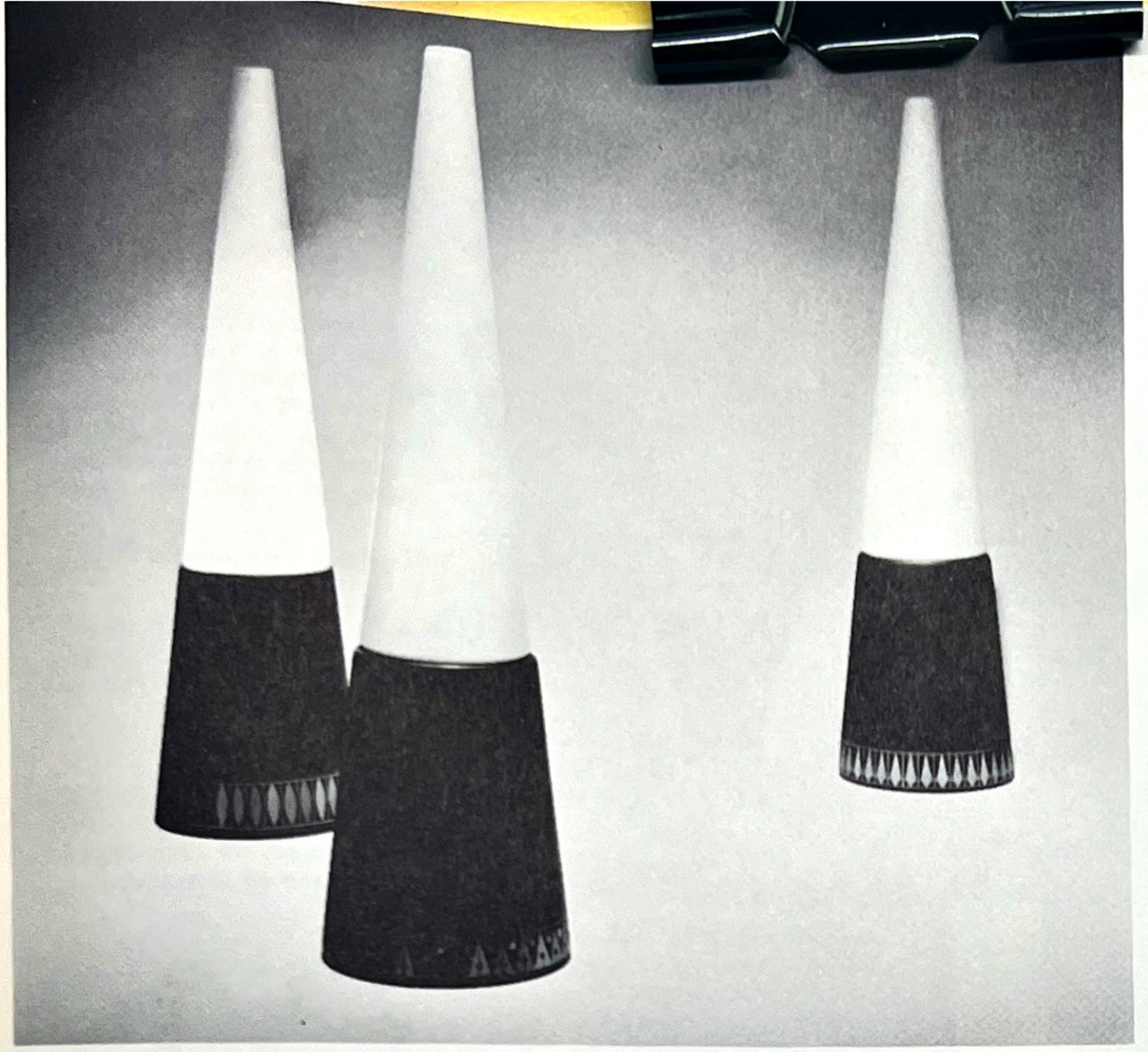
Item No. LS-36-53A **Ceiling Fixture**
Same specifications as #LS-36-53
Approximate Retail Price: 42.00

Showrooms:
New York—667 Fifth Avenue
Chicago—6-162 Merchandise Mart
San Francisco—315 Pacific Avenue
Atlanta—1013 W. Peachtree, N. E.
Los Angeles—8833 Beverly Blvd.
Dallas—270 Decorative Center

Distributors for Georg Jensen, Inc.

FREDERIK LUNNING INC.
667 Fifth Avenue
New York 22, New York

furniture forum



Item No. LJ-34-14 **Table Lamp**
Globe of white dulled glass
Base is black lacquered with
multicolored hand-painted decor
Approximate Retail Price: 24.00, **each**

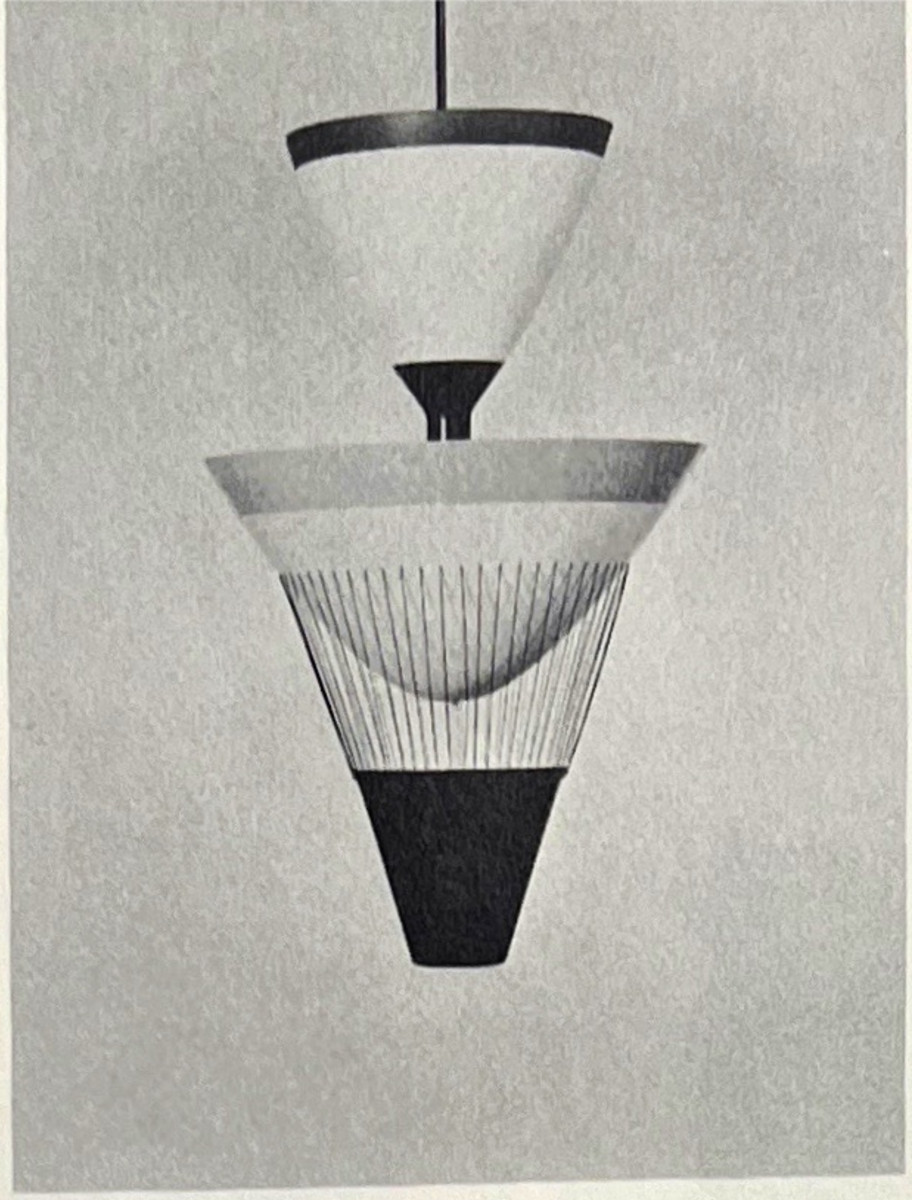
Item No. LJ-35-2 **Floor Lamp**
Base & shaft lacquered in red,
blue or black
Adjustable aluminum shade, ivory color
Approximate Retail Price: 45.00, **each**

Showrooms:
New York—667 Fifth Avenue
Chicago—6-162 Merchandise Mart
San Francisco—315 Pacific Avenue
Atlanta—1013 W. Peachtree, N. E.
Los Angeles—8833 Beverly Blvd.
Dallas—270 Decorative Center

Distributors for Georg Jensen, Inc.

FREDERIK LUNNING INC.
667 Fifth Avenue
New York 22, New York

Item No. AR-12595 **Chandelier**
14" wide; 44" long with stem;
26" long without stem
Black metal cage; polished brass stem;
frosted white globe
Approximate Retail Price: 135.00

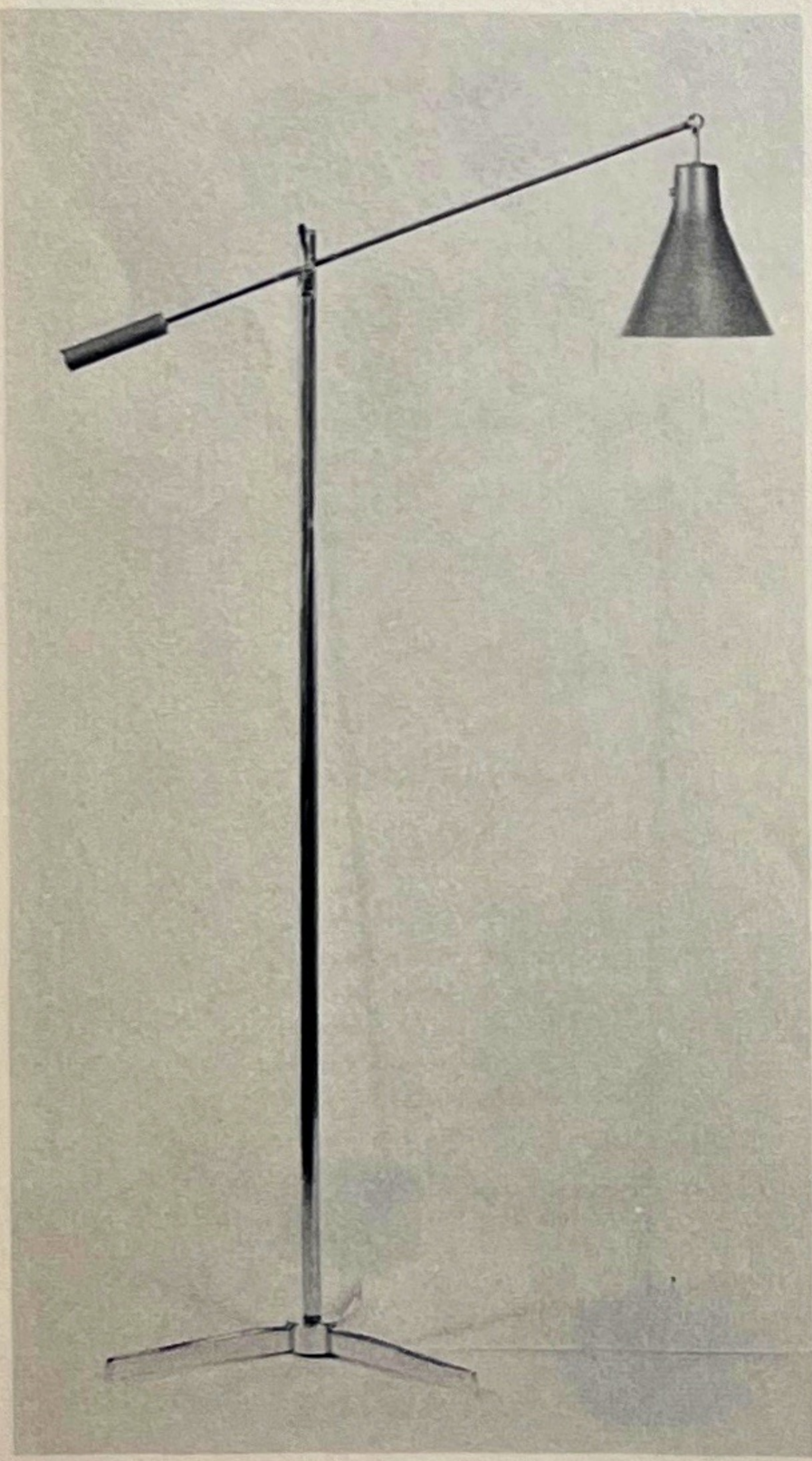


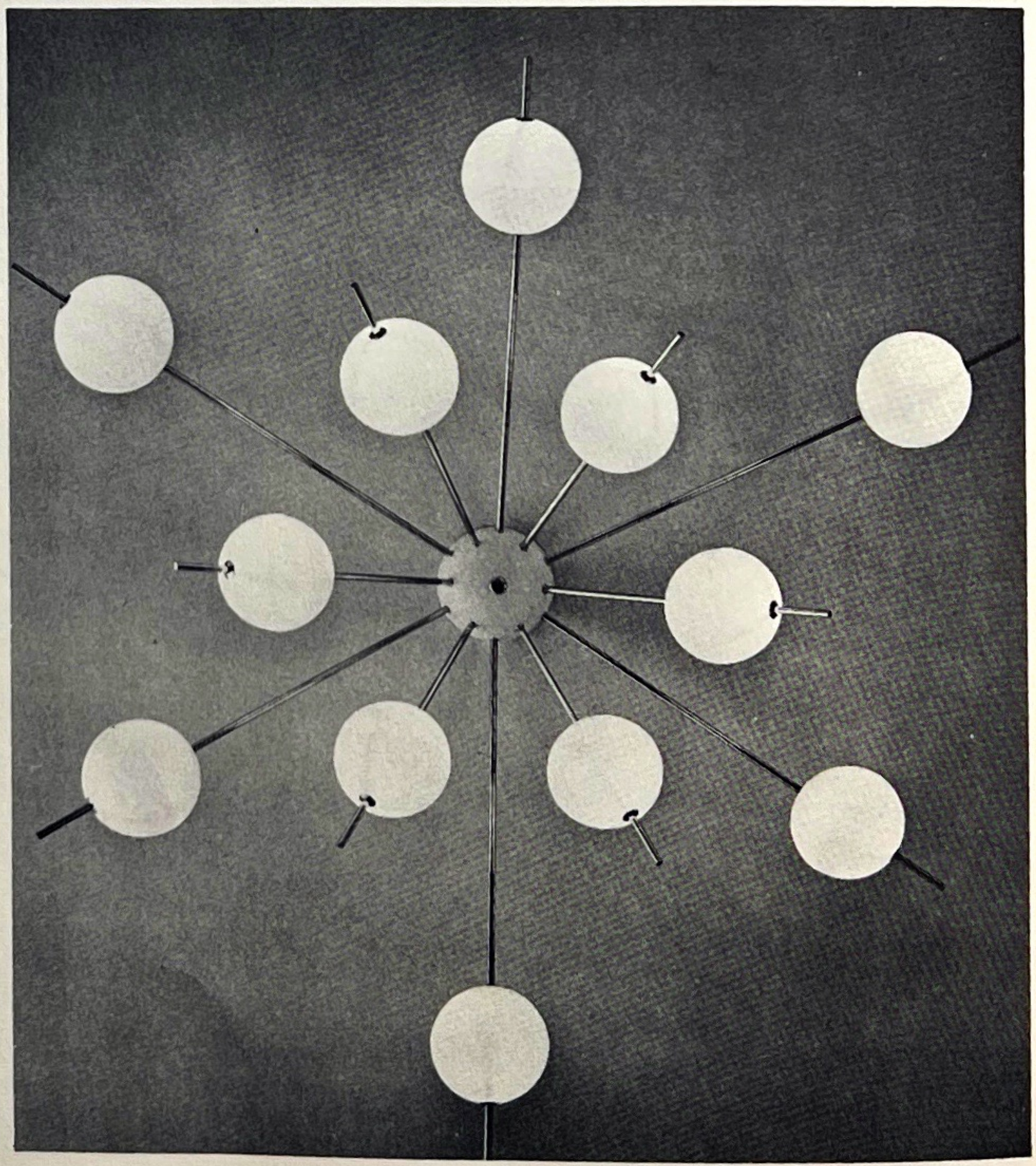
Available for residential or contract installation

Item No. AR-12624 **Chandelier**
20" wide; 41" long with stem;
34" long without stem
Black, gold, white & red with
black wire supports
Approximate Retail Prcie: 230.00

Item No. AR-12090 **Floor Lamp**
61" high; 36" wide
Polished brass tripod base, stem & arm
Shade & handle in white, gray, black,
blue, yellow or red
Approximate Retail Price: 150.00

Item No. AR-12604 **Ceiling or Wall Fixture**
57" wide; 13" deep
Flush white center mounting;
polished brass stems; 12 frosted glass spheres
Approximate Retail Price: 325.00
(also available with 18-stems)





ALTAMIRA
125 East 55 Street
New York 22, New York

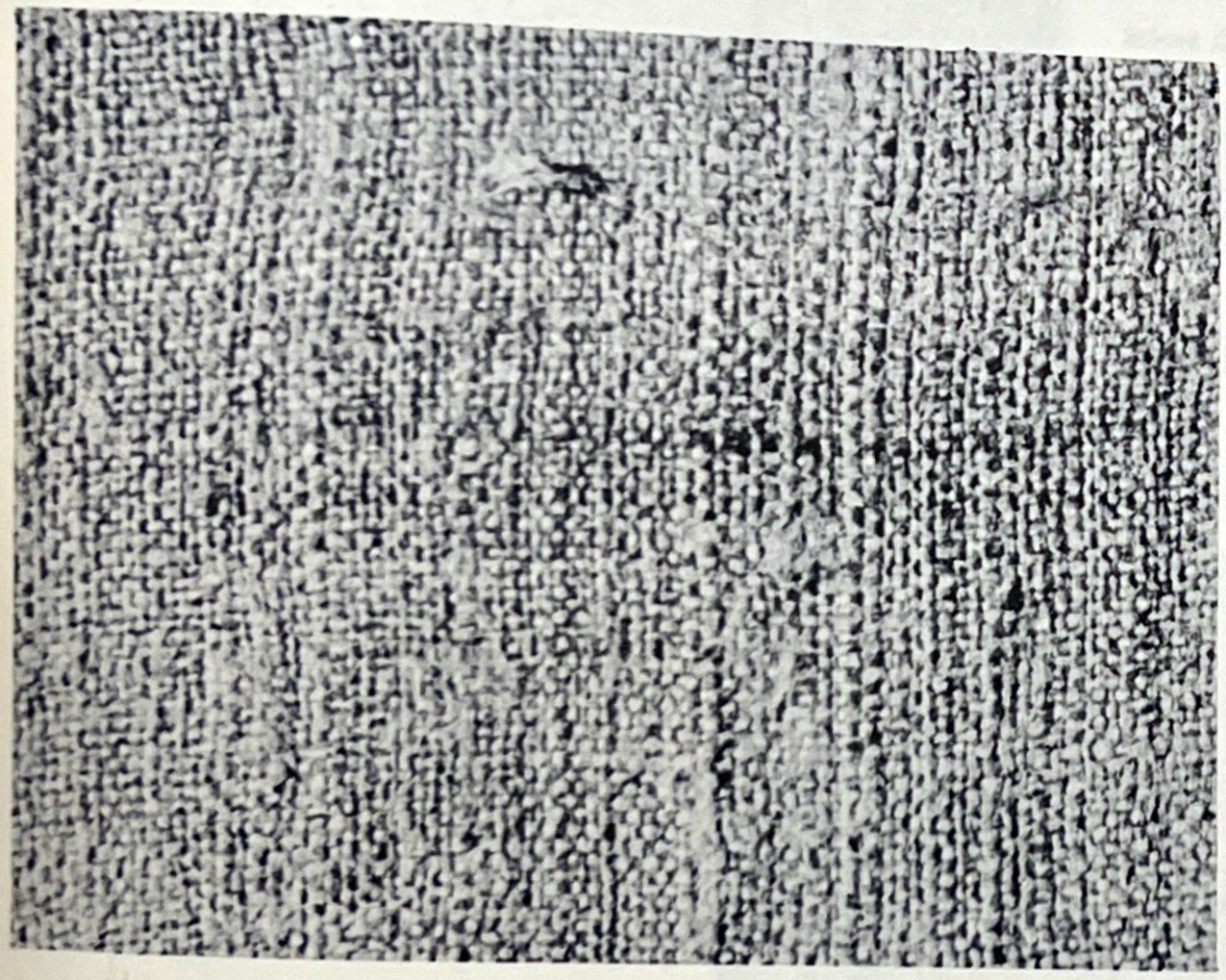
From the COLLECTION of India TUSSAH SILKS

Wild Tussah silks are hand-woven from the hand-spun thread of fibres from wild silkworms. Tussah silks range in width from 50" to 54". Colors are versions of natural, ranging from white through the pale native whites and naturals to rich, deep natural tones. Hand-woven in India.

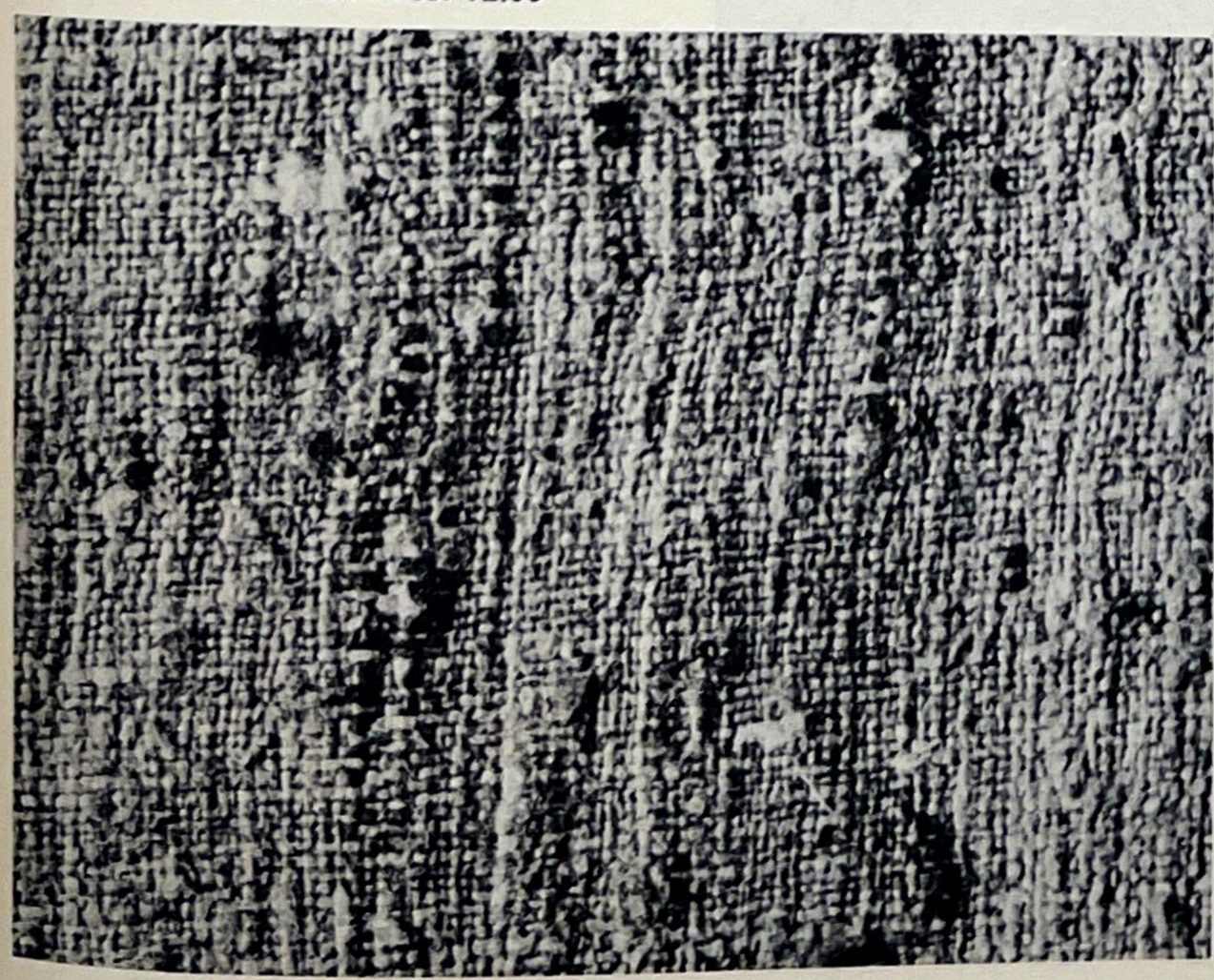
Prompt deliveries are available from our stock

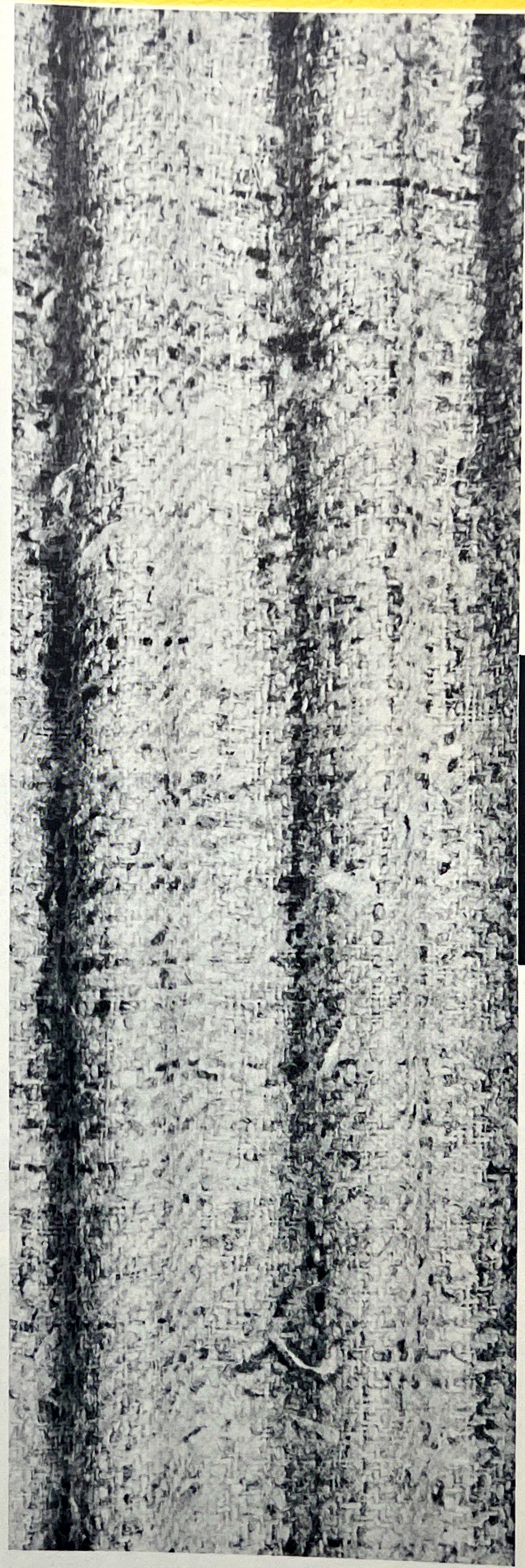
Tussah Silks are suitable for draperies, upholstery, pillows, lampshades, dress or shirt cloth to heavy suitings.

Item No. 302 **Tussah Silk**
Fine texture — 52" wide
Approximate Retail Price: 9.00



Item No. 374 **Tussah Silk**
Medium texture — 52" wide
Approximate Retail Price: 12.00



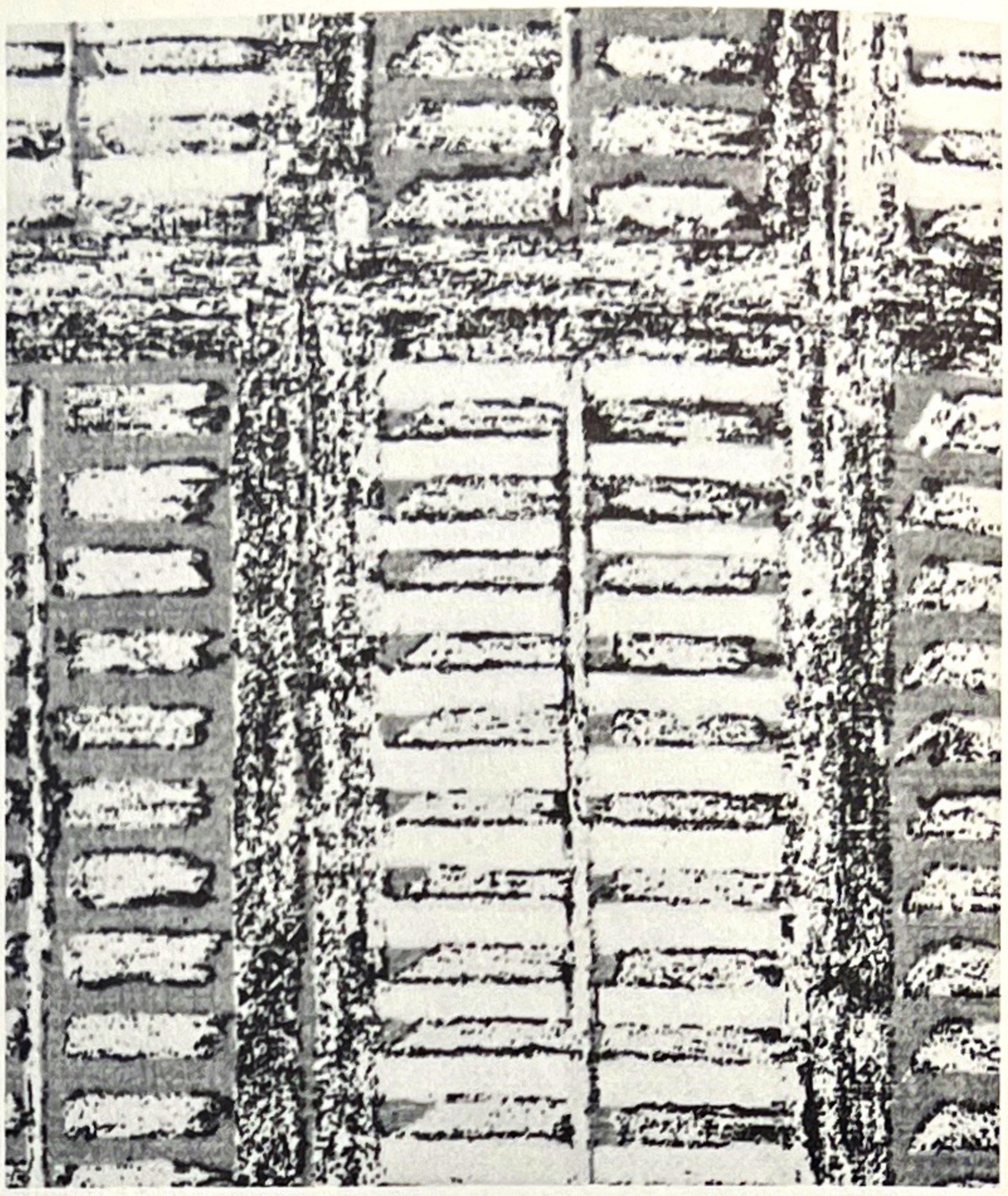


Item No. 375 **Tussah Silk**
Heavy rough texture — 52" wide
Approximate Retail Price: 15.00

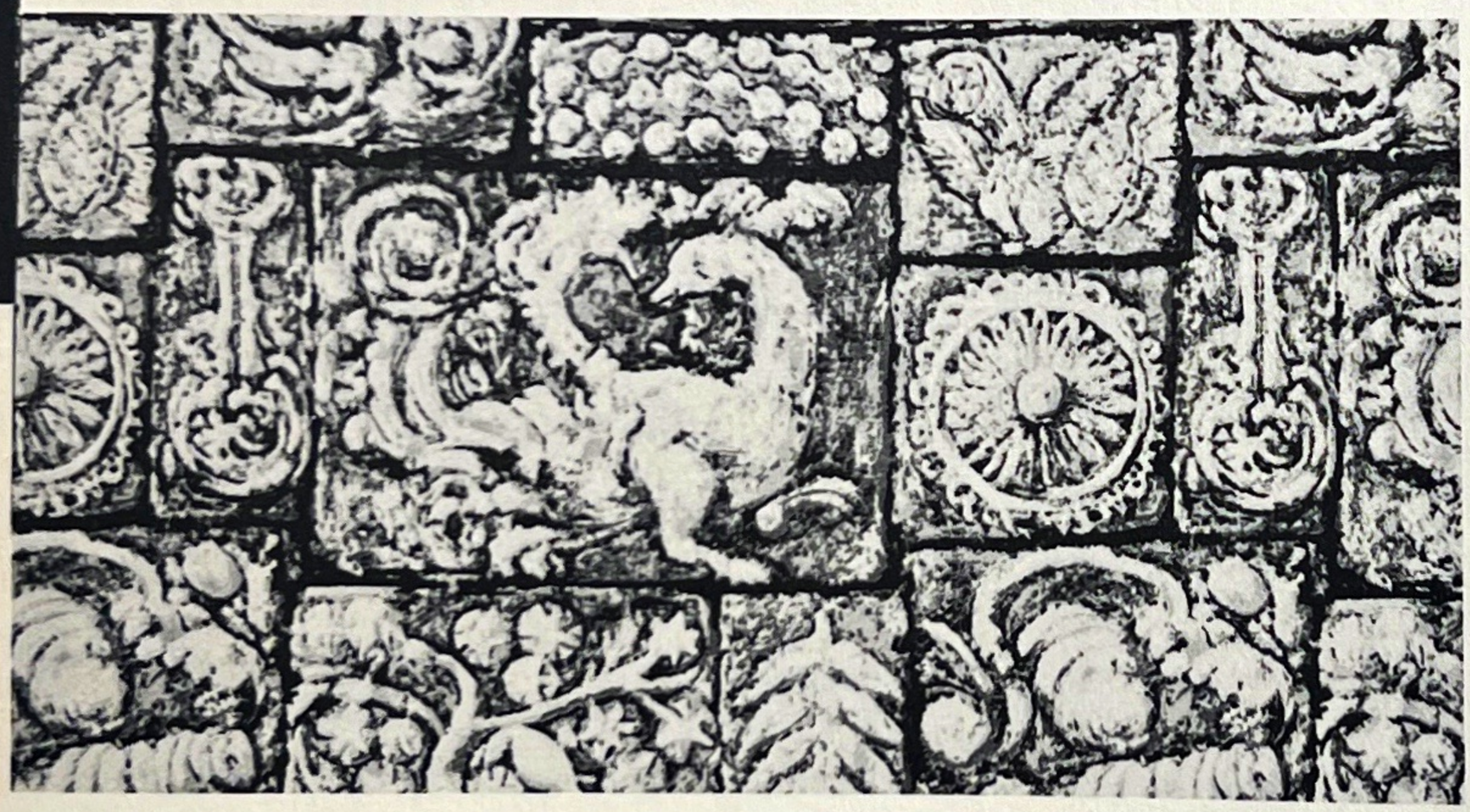
FAR EASTERN FABRICS INC.
171 Madison Avenue
New York 16, New York

SHOWROOMS:

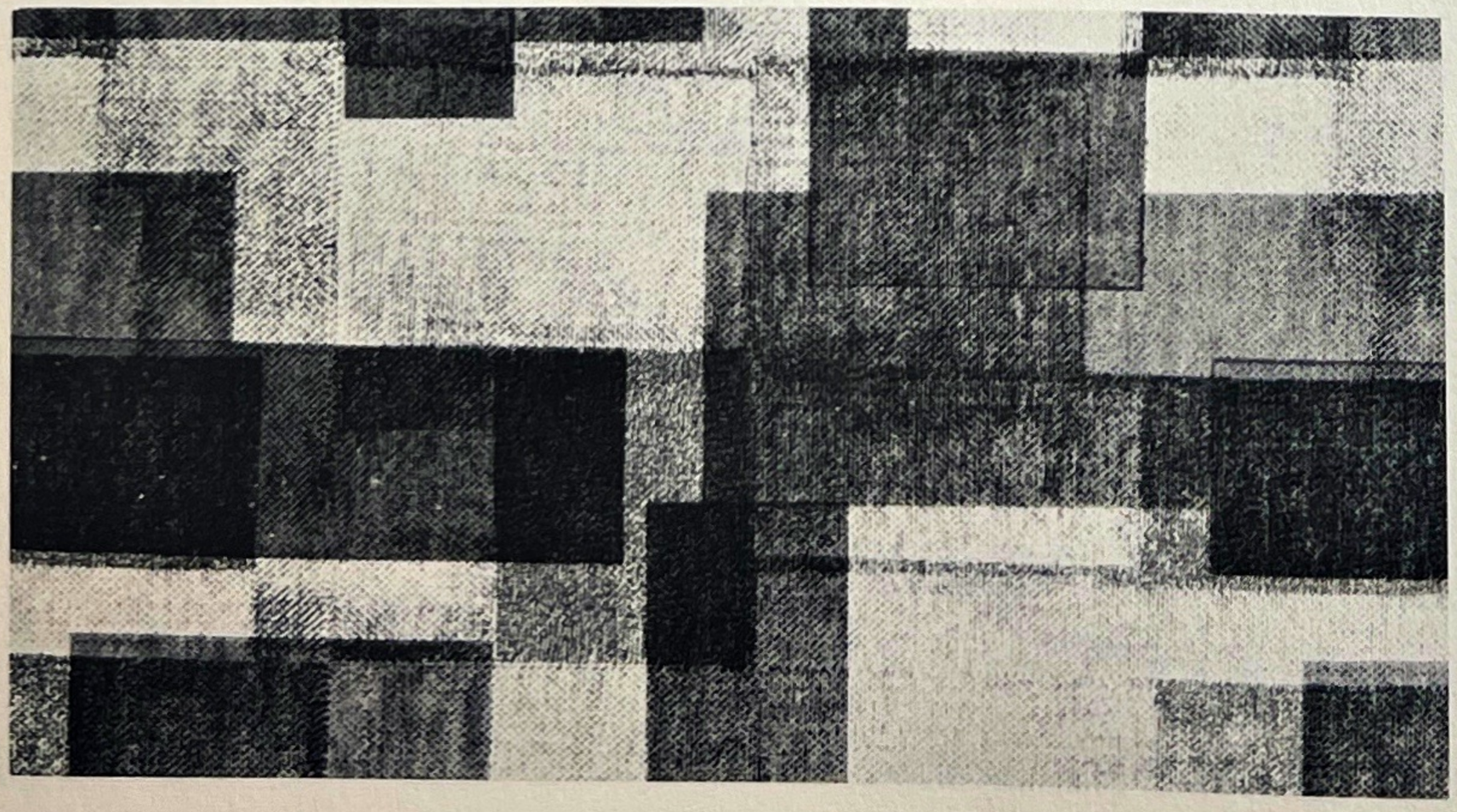
New York 22—4 East 53 Street
Port Chester—150 Midland Avenue
Boston 16—420 Boylston Street
Philadelphia 3—1717 Sansom Street
Chicago 54—6-125 Merchandise Mart
San Francisco 11—617 Sansome Street
Los Angeles 48—135 N. Robertson



Item: "PRIVACY", #62210 Series
48" hand printed textured cloth, rayon & cotton. Pattern repeat, 36"
Colors: blue & aqua, greybeige, gold & yellow, green & aqua, brick & aqua, henna & beige
Approximate Retail Price: 9.00



Item: "MALABAR", #62020 Series
50" hand printed unglazed chintz
Approximate repeat, 16"
Colors: olive, gold, rust, nutmeg, turquoise
Approximate Retail Price: 9.90



Item: "SHADOW PLAID", #102300 Series
48" hand printed linen & cotton
Approximate repeat, 20"
Colors: slate & brown on gray, gold & walnut on lemon, emerald & teal on aqua, persimmon & red on coral
Approximate Retail Price: 9.75
(A related wallpaper, #599GR, available)

GREEFF FABRICS, INC.
150 Midland Avenue
Port Chester, New York

SHOWROOM:
New York—225 Fifth Avenue

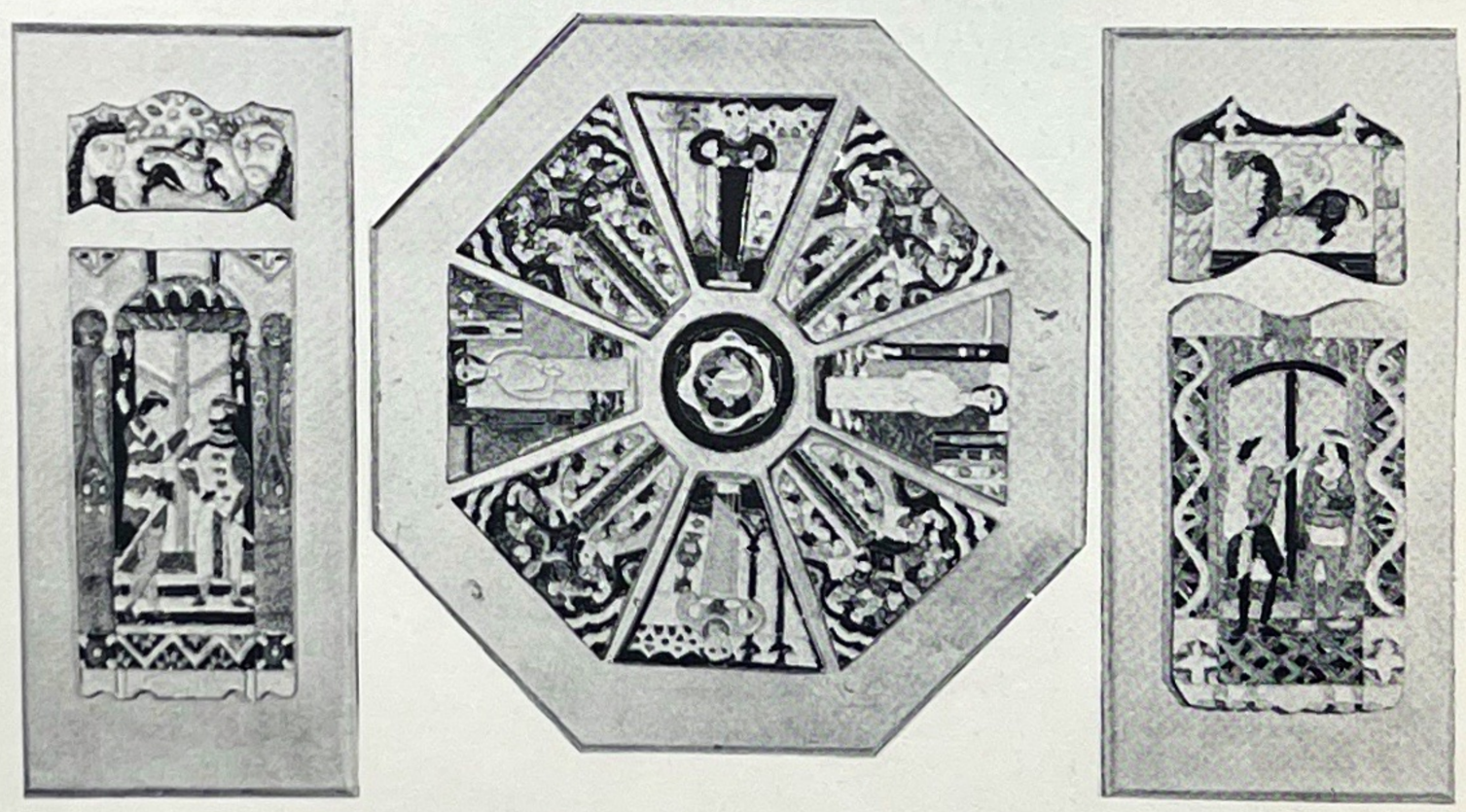
Available for residential or contract installation

Item No. W-1-2 & 3 **"Three Graces"**
Walnut panel, 5" x 19"
Multicolor ceramic
Approximate Retail Price: 15.00, **each**

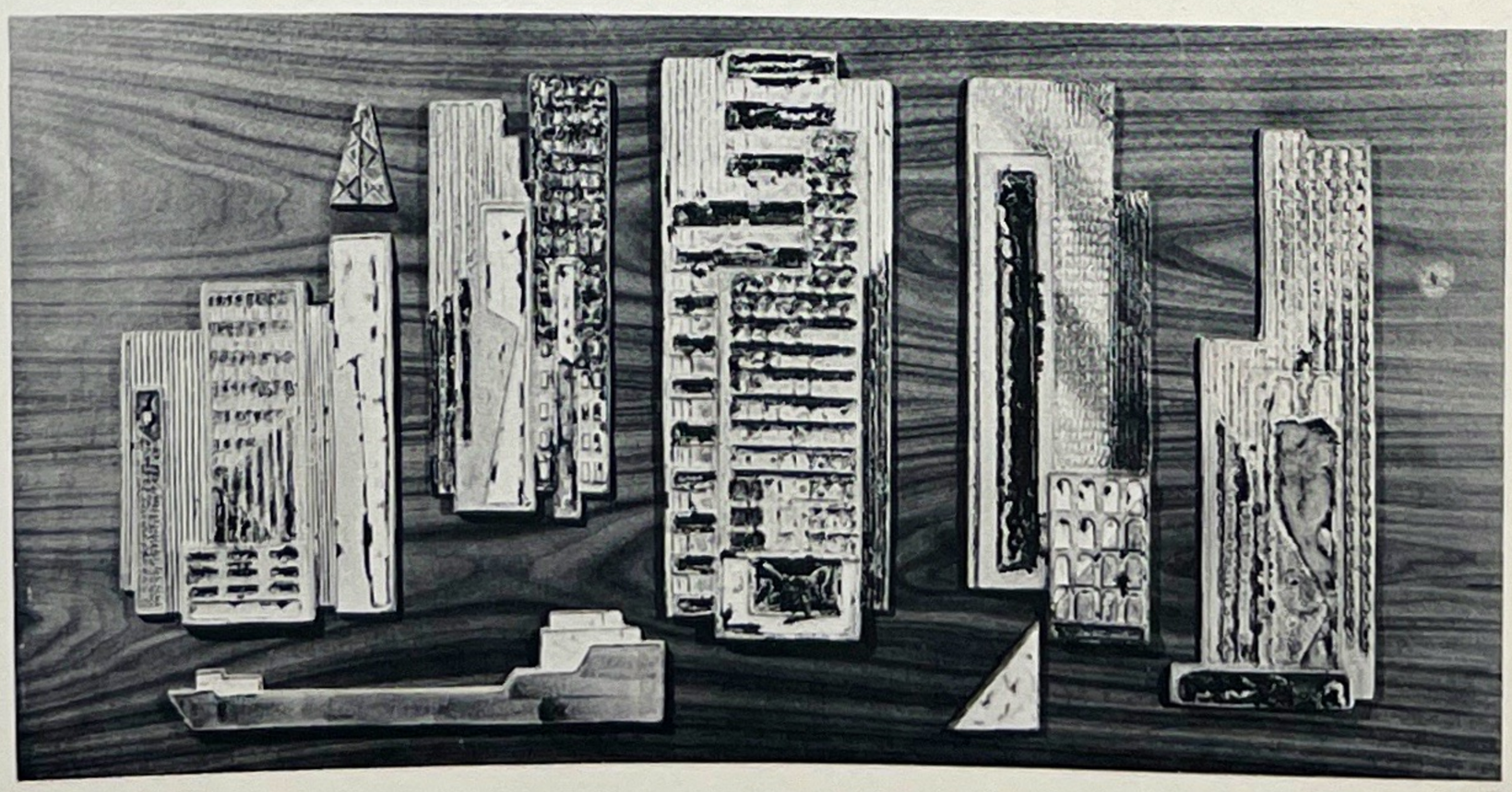
Item No. G-2 **Wall Panel**
Gold leaf panel, 11" x 24"
Multicolor ceramic
Approximate Retail Price: 37.50

Item No. G-1 **Wall Panel**
Diameter, 24"
Approximate Retail Price: 75.00

Item No. G-3 **Wall Panel**
Gold leaf panel, 11" x 24"
Multicolor ceramic
Approximate Retail Price: 37.50



Item No. W-36 **"City Scape"**
Walnut panel, 24" x 48"
Multicolor ceramic
Approximate Retail Price: 110.00



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Bronx 55, New York

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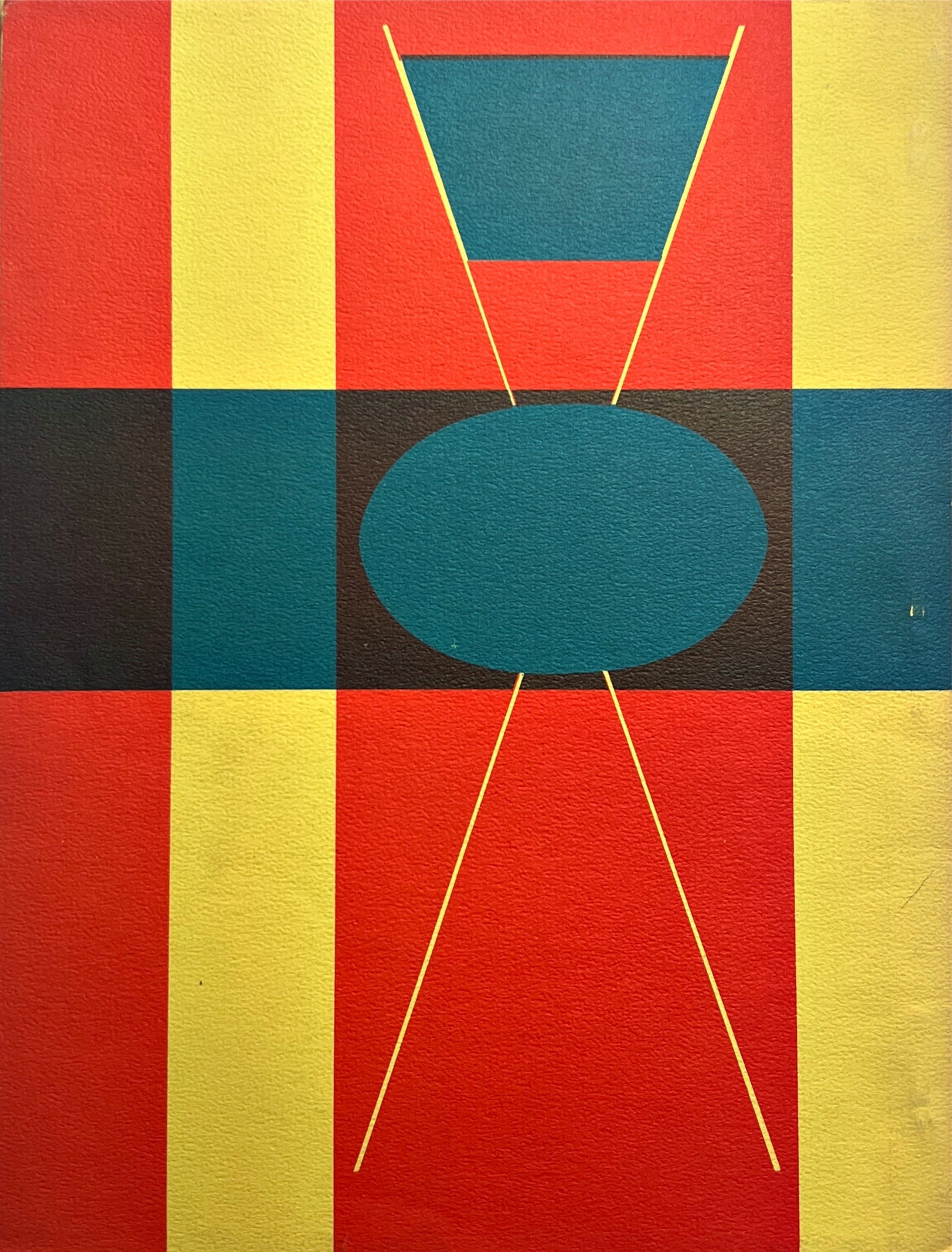
Demco-293